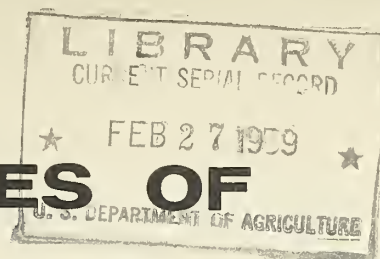


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CONSUMER PURCHASES OF Selected Fruits and Juices

By Regions and Retail Outlets

July-September 1958



CPFJ- 73

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

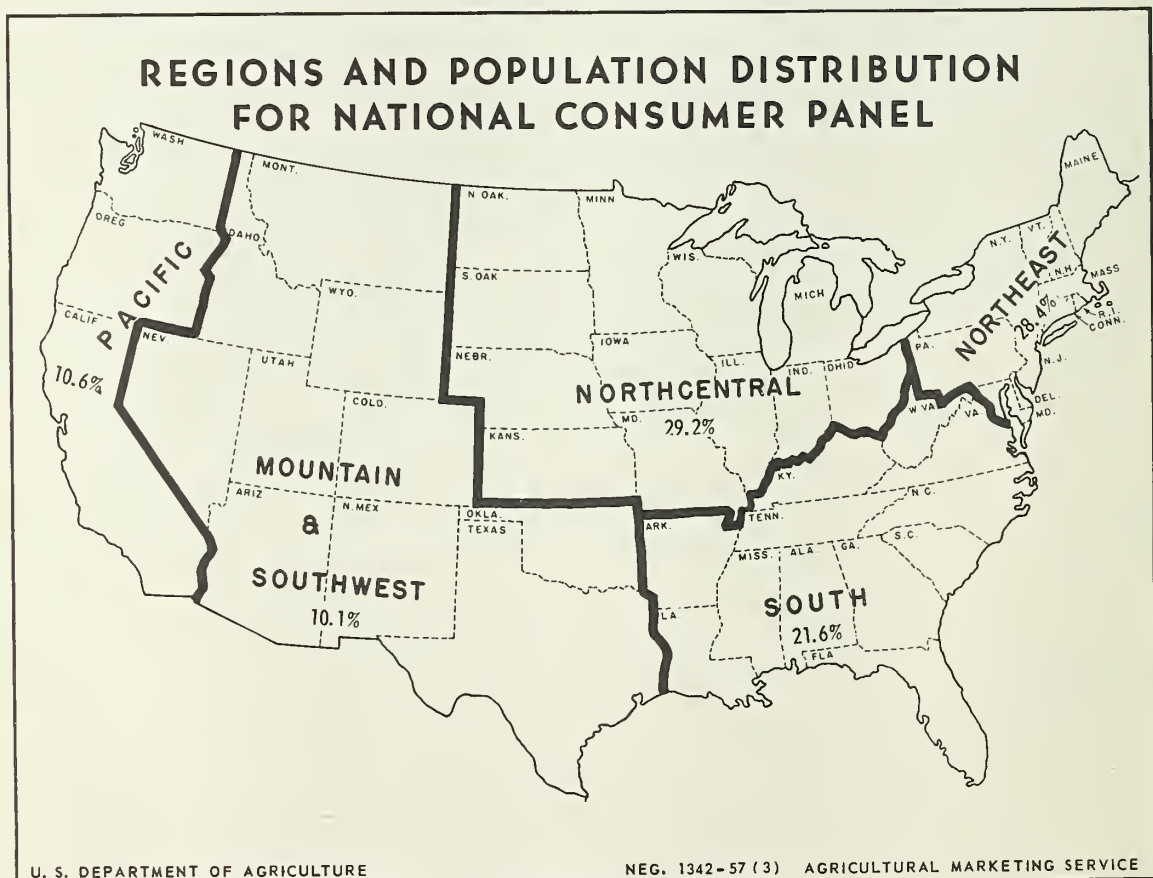
WASHINGTON 25,D.C.

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, JULY-SEPTEMBER 1958

: The data in this report represent estimated purchases of :
: specified fruits and juices by household consumers only. They:
: do not include purchases by restaurants, hospitals, hotels, or:
: other institutional outlets. :

SUMMARY

Household purchases of frozen concentrated juices in July-September 1958 were well below the volumes bought in July-September 1957. Frozen orange concentrate was down 37 percent, and frozen grapefruit concentrate 11 percent. In contrast, there was a substantial increase in purchases of other frozen concentrated juices. Buying of frozen concentrated orangeade, and of frozen concentrated lemonade, was at a record high level, but purchases of canned single-strength orangeade dropped 9 percent.

Aggregate purchases of canned single-strength juices increased about 6 percent this quarter of 1958 over the same quarter in 1957, reflecting a substantial gain for juices not individually reported and some gain for lemon juice. Purchases of orange, prune, and tomato juices, however, fell a few percentage points; and purchases of grapefruit juice declined 17 percent.

Fresh lemons were purchased in somewhat smaller quantity than in July-September 1957, while orange purchases dropped about 40 percent and grapefruit purchases dropped roughly 60 percent.

Prices paid by householders for fresh and processed lemons held at about July-September 1957 levels. On the other hand, prices paid for fresh and processed oranges and grapefruit were well above last year's levels, reflecting the smaller than average crops and the decline in production of most citrus products.

FROZEN JUICES, CHILLED JUICE AND ADES

Frozen orange concentrate.--Household purchases of frozen concentrated orange juice in July-September 1958 were down 37 percent--6.4 million gallons--from the third quarter of 1957. Losses in volume by regions ranged from 32 percent in the Northeast to 45 percent in the North Central. The decline, however, was roughly the same for each of the 3 major types of retail outlets. Per capita purchases, lowest since 1951, averaged 1.4 cans (6-ounce) for the quarter, ranging from 0.7 can in the South to 2.1 cans in the Northeast. A year earlier, purchases averaged 2.2 cans per person, with regional rates ranging from 1.2 to 3.2 cans. Prices paid averaged 24.6 cents per can, an advance of 10.3 cents from July-September 1957. These were the highest prices reported since 1950 (table 1, fig. 1).

Total purchases of frozen orange concentrate in the 1957-58 season (October 1957-September 1958) fell 18 percent from 1956-57 when buying was at the record high for this series. Per capita purchases for the year averaged 7.1 cans nationally, ranging from 3.7 cans in the South to 10.7 in the Northeast. The 1956-57 average was 8.8 cans per person. Prices paid averaged 20 cents per can, 4.7 cents higher than in 1956-57.

Other frozen concentrates.--Purchases of frozen concentrated grapefruit juice in July-September 1958 were the lowest recorded in the 2 years this product has been reported. ^{1/} Prices paid averaged 18.4 cents per 6-ounce can, 3.7 cents higher than in July-September 1957. Total purchases in 1957-58 were down 11 percent from the previous season, reflecting substantial declines in the Northeast and Pacific regions which more than offset increased purchases elsewhere. The season average price was 17 cents per can, 2.6 cents more than in 1956-57 (table 3).

Consumer purchases of frozen concentrated juices other than orange and grapefruit increased 38 percent over the third quarter of 1957, with substantial gains reported for all regions. Prices paid averaged 19.2 cents per can, up 1.1 cents from a year earlier. Total purchases for the season were 38 percent, 2.6 million gallons, greater than in 1956-57. In comparison, purchases of frozen concentrated orange juice dropped 12 million gallons (table 4).

Chilled orange juice.--Household buying of chilled orange juice rose a little over the July-September 1957 level. Substantial increases in the North Central, Mountain-Southwest, and Pacific regions were largely counterbalanced by declines in the South and Northeast. The North Central area accounted for 24 percent of the total volume compared with a 17-percent share a year earlier. Per capita purchases, which averaged 4 ounces in the quarter, ranged from 1 ounce in the Mountain-Southwest to 9 ounces in the Northeast. By type of outlet, buying was up about 12 percent in national chains and 48 percent in regional chains, but remained about the same in independent stores. Purchases in "other" outlets, such as delicatessens and dairies, which accounted for nearly half of the total volume, were down 5 percent. On the average, consumers paid 41.2 cents for a quart of chilled orange juice, 5.9 cents more than in July-September 1957. Prices in the Northeast were up 7.6 cents from a year earlier, a considerably greater rise than occurred in other regions (table 6).

Total household purchases of chilled orange juice in 1957-58 were 18-percent greater than in the preceding season, with increased buying in the Northeast accounting for a little more than half of the total gain. Per capita purchases averaged 19 ounces for the year, up 16 percent from 1956-57. Prices paid during 1957-58 averaged 38.5 cents per quart, 3 cents more than in the previous season. Prices paid in "other" outlets were about 1 cent higher than the national average.

Orangeades.--Householders purchased nearly 3 times as much frozen concentrated orangeade in the third quarter 1958 as in the corresponding quarter a year earlier. The quantity bought during the quarter was greater than total annual purchases in either of the 2 preceding seasons. The Northeastern and North Central regions were the principal market areas,

^{1/} This is the last time that purchase data for frozen concentrated grapefruit juice will be obtained. Purchase data for frozen single-strength lemon juice, frozen concentrated orangeade, and shelf-pack lemonade will also be discontinued as of this date. Reporting of retail availability for these 4 products, however, will be continued in the availability series of reports.

accounting for about three-fourths of total purchases. Buying in other regions remained too small for analysis. Householders paid an average of 14.3 cents for a 6-ounce can of the product, 0.8 cent more than in July-September 1957.

National purchases of shelf-pack orangeade were up a little from July-September 1957 because of substantially greater buying in the Pacific region. In the North Central States, the principal market area for this product, purchases declined about 11 percent. Buying held about steady in the Mountain-Southwest, but remained too small for analysis in the Northeast and South. The higher purchase level reflected greater buying at independent stores. Prices paid averaged 18.4 cents per 6-ounce can, an increase of 1.6 cents over July-September 1957. Purchases of shelf-pack orangeade in 1957-58 were up 19 percent from the preceding season. The average price paid, 17.8 cents per can, was 0.8 cent higher (table 9).

Purchases of canned single-strength orangeade, off about 9 percent from the third quarter of 1957, reflected rather heavy declines in the South, Mountain-Southwest, and Pacific. Purchases increased moderately in the Northeast, but in the North Central States, the heaviest buying area, the volume remained the same. By type of outlet, buying increased 16 percent in regional chains, contrasted with declines of 8 percent in national chain and 24 percent in independent stores. Purchases averaged 4 ounces per person for the quarter, ranging from 2 ounces in the Northeast to 6 ounces in the North Central States. About 28.4 cents was paid for a 46-ounce can of the product, 1.3 cents more than in July-September 1957 (table 8).

Lemonade.--Household purchases of frozen concentrated lemonade reached a record volume in July-September 1958, a 9-percent gain over the third quarter of 1957. The increase was associated with substantial gains in the Northeast and Pacific, as purchases were down in other areas. The higher level of purchases reflected substantially greater buying in independent and some gain in regional chain stores. Per capita purchases averaged 5 ounces for the quarter, ranging from about 2 ounces in the South to 10 ounces in the Pacific. Prices paid, 10.3 cents per 6-ounce can, were down 0.7 cent from a year earlier and were the lowest reported in this series (table 7).

Purchases of frozen concentrated lemonade for the 1957-58 season were 8 percent greater than in 1956-57. Purchases were up nearly a third in the Pacific; moderately large gains were reported in the Mountain-Southwest and Northeast. In the 2 other regions quantities purchased were somewhat smaller than a year earlier. The average price paid in 1957-58 was about 1-cent lower than in 1956-57.

CANNED JUICES AND FRUIT

More canned single-strength juices were purchased during the third quarter 1958 than a year earlier in the Northeast, North Central, and Pacific regions. Buying in the South remained about the same, while a 5-percent decline was reported for the Mountain-Southwest (tables 18 and 20).

Total purchases of single-strength juices in the 1957-58 season increased 11 percent over 1956-57. Purchases amounted to 6 cans (46-ounce) per person for the year, compared with 5.5 cans in 1956-57.

Orange juice.--Household purchases of single-strength orange juice in the third quarter of 1958 slipped slightly from the comparable period of the preceding year. A 14-percent gain in the Northeast was offset by declines of up to 25 percent in other regions. Similarly, a 10-percent gain in purchases in regional chain stores was offset by decreased buying in other outlets. The per person buying rate ranged from 5 ounces in the Pacific to 11 ounces in the South, averaging 9 ounces nationally. About 36.6 cents was paid for a 46-ounce can of the juice, the highest recorded since 1950 (table 10, fig. 3).

Purchases of single-strength orange juice in 1957-58 were 34 percent greater than in 1956-57. While purchases increased moderately in the Pacific, gains of up to 41 percent were reported for other regions. Per capita purchases averaged 2.2 cans for the year. Prices paid averaged 0.3 cent lower than in 1956-57.

Grapefruit juice.--Nationally, purchases of single-strength grapefruit juice in the third quarter 1958 were down 17 percent from the corresponding quarter a year earlier. Purchase volumes by regions declined as much as 41 percent. Declines of more than 20 percent were reported for independent and national chainstores. On a per person basis, purchases averaged 5.6 ounces for the quarter compared with 6.8 ounces a year earlier. Prices paid, 33.3 cents per 46-ounce can, were up 5.9 cents (table 13, fig. 5).

Single-strength grapefruit juice purchases in 1957-58 were down moderately from the preceding season. Reduced buying was reported for all regions except the South where there was a moderate increase. Per capita purchases averaged 27 ounces for the year, about 2.3 ounces less than in 1956-57. The season average price, 29.5 cents per 46-ounce can, was up 1.7 cents.

Lemon juice.--Household purchases of lemon juice rose 8 percent from July-September 1957, reflecting a stronger market in the Northeastern, North Central, and Southern regions. In the Pacific and Mountain-Southwest purchases were down 6 and 21 percent, respectively. The national per capita purchase rate amounted to about 0.7 ounce for the quarter, with buying in the Northeast and North Central well above the average. The average price paid, 10.5 cents per 5½-6-ounce can, was almost unchanged from a year earlier (table 14).

Purchases of lemon juice for the marketing year were up slightly from 1956-57, with per capita purchases--2 ounces for the year--remaining the same. The 10.5 cents paid for a can of the product was 0.8 cent less than the 1956-57 average.

Prune juice.--Purchases of prune juice slipped 6 percent from the July-September 1957 level, reflecting moderate to heavy losses in the North Central, Northeastern, and Mountain-Southwestern regions. In contrast, the volume in the South rose 13 percent to equal the record high for that area. By type of

outlet, the decline in purchases reflected reduced buying in independent and regional chain stores. Per capita purchases in the Northeast, 9 ounces for the quarter, continued to be 2 to 3 times the buying rate in other regions. Householders paid 34 cents for a quart of prune juice in July-September 1958, 1 cent more than in July-September 1957, and the highest yet reported in this series (table 15).

Purchases of prune juice for the year were down 5 percent from 1956-57, with declines in the Northeast, North Central, and Mountain-Southwestern regions more than offsetting moderate gains in the South and Pacific. Prices paid averaged 33.6 cents for the season, 0.8 cent higher per quart than the 1956-57 average.

Tomato juice.--Moderately less tomato juice was purchased for home use in July-September 1958 than in same quarter a year earlier. Buying held nearly steady in the North Central, whereas declines of 4 to 12 percent occurred in other regions. By type of outlet, buying in national chainstores was up 15 percent in contrast to declines approximating 12 percent in independent and regional chain outlets. Per capita purchases averaged 13 ounces for the quarter, ranging from 7 ounces in the South to 19 in the Pacific. Consumers paid about 29 cents for a 46-ounce can of tomato juice, 2.2 cents more than in July-September 1957 (table 16).

Purchases of tomato juice in 1957-58 fell slightly from the 1956-57 level. The season average price, 28.2 cents per 46-ounce can, was up 1.1 cents from 1956-57.

Other juices.--Household purchases of single-strength juices not individually reported increased 22 percent over July-September 1957. These juices made up about half of the total volume of single-strength juices bought by consumers, the proportions ranging from 38 percent in the South to 57 percent of total in the Pacific. On a per capita basis, buying varied between 17 ounces in the South and 49 ounces in the Northeast, averaging 32 ounces nationally. Purchases of these juices by type of outlet increased 11 percent over July-September 1957 in independent stores, 27 percent in regional chains, and 33 percent in national chains (table 17).

Total purchases of other juices in the 1957-58 season rose 20 percent over 1956-57 with substantial gains reported in all regions.

Grapefruit sections.--Buying of canned grapefruit sections for home use increased slightly over July-September 1957. While purchases in the Northeastern and North Central States, the high-consuming areas, remained about the same, relatively large gains were reported for the South and Pacific and a substantial loss for the Mountain-Southwest region. The per person buying rate varied between 1 ounce in the Mountain-Southwest and 4 ounces in the Northeast, averaging 3 ounces for the Nation. About 20.2 cents was paid for a No. 303 can of grapefruit sections, a rise of 1.4 cents over the third quarter of 1957 (table 19).

The total quantity of grapefruit sections purchased in 1957-58 was much the same as in the preceding season. Regionally moderate to large gains in the Pacific, Northeast, and in the South were almost entirely nullified by rather heavy losses in the North Central States and Mountain-Southwest. Per capita purchases amounted to about 10 ounces for the year. In 1957-58, consumers paid 19.6 cents for a can of grapefruit sections, 1.1 cents more than in 1956-57.

FRESH FRUIT

Oranges.--Purchases of fresh oranges in the third quarter of 1958 fell about 40 percent from the third quarter 1957, with volumes dropping to a record low in this series for all regions. The per person purchase rate, 3 oranges for the quarter, ranged from 1.2 oranges in the South to 4.7 oranges in the Northeast. A year earlier, the average per capita purchase was 5.3 oranges, varying from 2.7 oranges in the South to 7.9 in the Northeast. Consumers paid about 64 cents for a dozen oranges compared with 48 cents in July-September 1957 (table 21, fig. 6).

Purchases of California-Arizona oranges dropped about one-third, and purchases of Florida oranges dropped about two-thirds from July-September 1957. Prices paid for California-Arizona oranges averaged 66 cents per dozen, up 17.1 cents, while Florida oranges at 59.5 cents, were up 13.4 cents per dozen. Purchases of oranges not identified as to area of production increased 38 percent in volume over the third quarter of 1957 (tables 22 and 23, fig. 7).

Total purchases of oranges in the 1957-58 season, as well as purchases of California-Arizona oranges, declined about 19 percent from the preceding year. Buying of Florida oranges was off 24 percent, and "unidentified" oranges, 11 percent. Purchases of Texas oranges, however, increased about one-fourth over 1956-57. Per capita buying averaged 28.7 oranges for the year, 7.3 oranges less than in 1956-57. California-Arizona oranges were bought at a rate of 12.8 per person, down a little from 1956-57, while purchases of Florida oranges declined from 13.2 to 10 per person. Prices paid for oranges in 1957-58 averaged 52.2 cents per dozen, an increase of 7.9 cents over the 1956-57 price. California-Arizona oranges were up about 12.3 cents per dozen, and Florida oranges were up 4.8 cents.

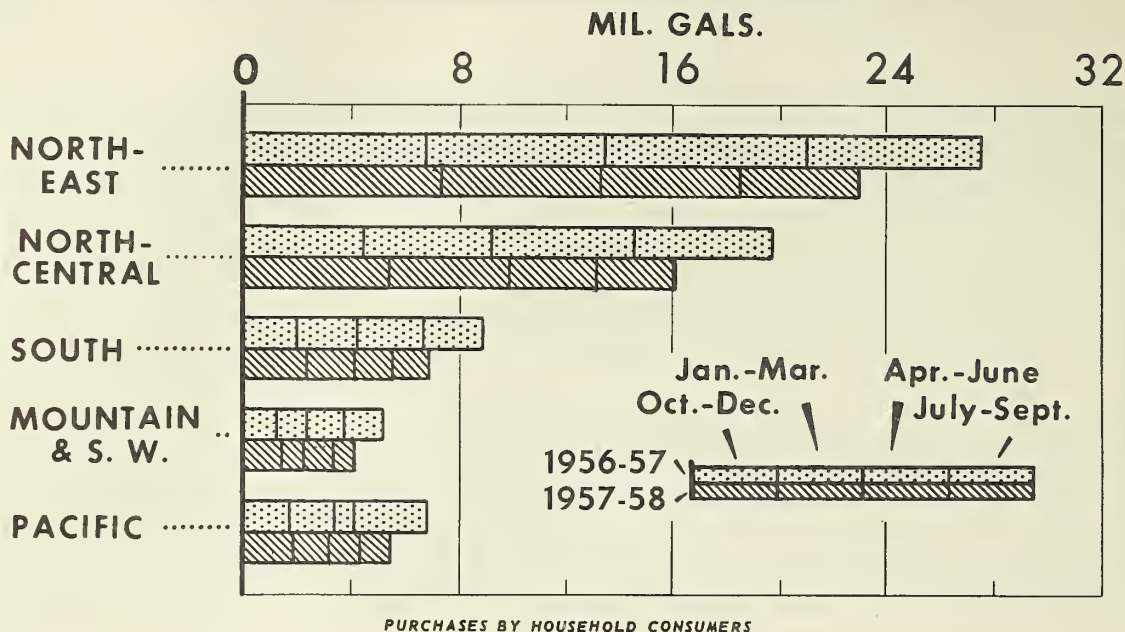
Grapefruit.--Purchases of grapefruit for home use in July-September 1958 dropped nearly 60 percent below the July-September 1957 volume. In the Pacific, purchases were down moderately, but in other regions volume declined as much as 78 percent. Per capita purchases averaged 0.2 grapefruit for the quarter compared with 0.5 grapefruit a year earlier. About \$1.40 was paid for a dozen grapefruit, an advance of 30 cents over the July-September 1957 average (tables 26 and 27, figs. 9 and 10).

The quantity of grapefruit purchased in 1957-58 was about 8 percent less than the 1956-57 volume. Buying declined in all regions except the Pacific where there was a fairly heavy gain. Per capita purchases amounted to 7.1 grapefruit for the season, 1.1 less than in 1956-57. Householders paid about 94 cents in 1957-58 for a dozen grapefruit, 8.7 cents more than in 1956-57.

Lemons.--Purchases of lemons for home use in July-September 1958 decreased slightly from the corresponding quarter of 1957. Buying was off 4 percent in the South and 13 percent in the North Central, but there was some increase in the Northeast and Pacific. Per capita purchases, which varied between 2 lemons in the Pacific and 5 in the South, averaged 3.1 lemons nationally for the quarter. Prices paid averaged 42.5 cents per dozen, up 0.5 cent from a year earlier (table 31, fig. 12).

The total quantity of lemons bought for home use in 1957-58 slightly exceeded the 1956-57 purchase volume. Per capita purchases, 8.9 lemons for the season, ranged from 6.2 lemons in the Pacific to 14.2 in the South. Prices paid averaged 44.2 cents a dozen, nearly the same as a year earlier.

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



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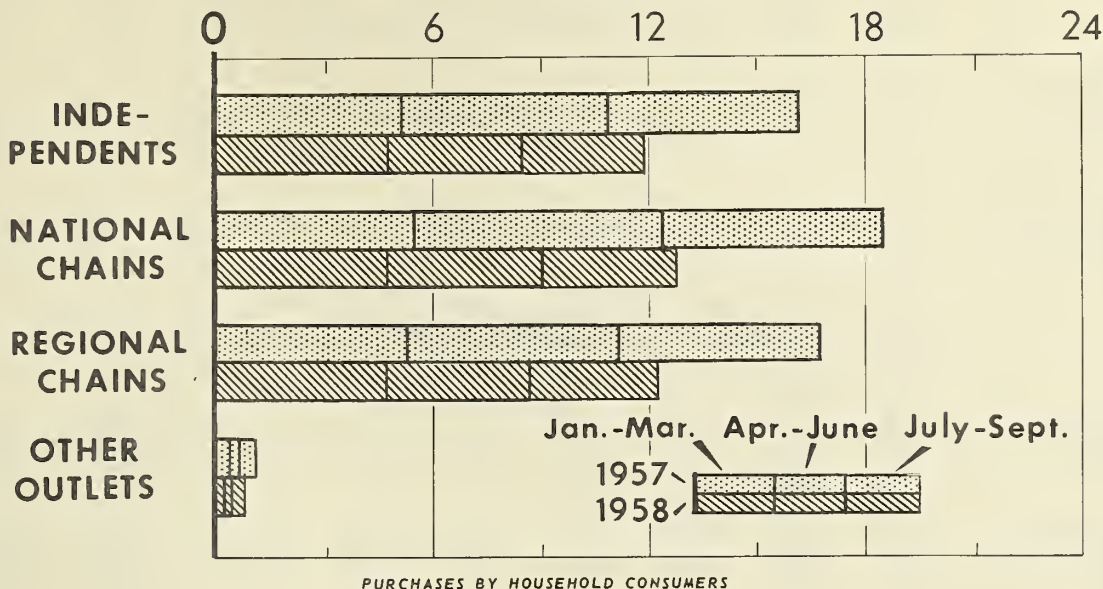
Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	15,911	6,793	4,371	1,937	1,157	1,653	16.8	16.5	16.7	16.5	17.7	17.2
January-March.....	16,522	6,657	4,765	2,194	1,233	1,673	16.1	16.0	15.8	16.1	16.9	16.2
April-June.....	18,495	7,460	5,429	2,506	1,340	1,760	14.2	14.0	14.0	14.2	15.1	14.7
July-September.....	17,255	6,712	5,233	2,230	1,387	1,693	14.3	14.3	14.0	13.8	14.9	14.7
Total.....	68,183	27,622	19,798	8,867	5,117	6,779						
1957-58:												
October-December.....	18,198	7,350	5,383	2,311	1,323	1,831	15.5	15.3	15.3	15.1	16.5	15.7
January-March.....	14,555	5,910	4,467	1,796	1,043	1,339	20.1	20.1	20.0	19.5	21.5	20.2
April-June.....	12,143	5,267	3,432	1,433	863	1,148	22.8	22.7	22.9	22.6	24.2	22.4
July-September.....	10,836	4,576	2,855	1,397	899	1,109	24.6	24.9	24.6	24.3	25.8	23.2
Total.....	55,732	23,103	16,137	6,937	4,128	5,427						
Period	Average size of purchase						Purchases per 1,000 persons					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1956-57:												
October-December.....	20.4	20.5	20.5	20.4	18.6	20.9	97.6	151.9	94.3	50.0	69.8	99.3
January-March.....	21.3	21.0	22.1	21.0	19.7	22.0	100.6	148.0	101.6	56.7	73.3	99.2
April-June.....	23.0	23.2	23.5	23.8	20.6	22.7	111.9	166.2	115.2	63.8	78.5	104.0
July-September.....	22.0	21.7	23.1	22.2	19.8	22.1	104.0	148.4	111.1	56.9	79.7	99.4
1957-58:												
October-December.....	21.8	22.3	23.2	21.0	19.0	21.4	109.4	160.1	115.0	58.4	77.5	107.5
January-March.....	18.8	18.7	20.0	18.9	16.9	18.4	87.2	128.3	95.1	45.4	60.5	78.5
April-June.....	17.7	18.0	18.1	17.5	16.5	17.4	72.5	114.2	72.8	36.1	50.4	67.2
July-September.....	17.1	16.9	17.2	16.7	16.7	18.4	64.6	99.2	61.0	34.7	52.2	64.1

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE

MIL. GALS.



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4876-58(II) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:		1/	2/	groceries:		1/	2/	groceries:		1/	2/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1956-57:												
October-December.....	3/	5,532	3/	15,911	3/	16.1	3/	16.8	3/	22.0	3/	20.4
January-March.....	5,218	5,529	5,358	16,522	3/	15.4	3/	16.1	3/	22.8	3/	21.3
April-June.....	5,569	6,842	5,779	18,495	3/	13.3	3/	14.2	3/	25.6	3/	23.0
July-September.....	5,324	6,049	5,552	17,255	3/	13.4	3/	14.3	3/	24.4	3/	22.0
Total.....	3/	23,952	3/	68,183								
1957-58:												
October-December.....	5,780	6,134	5,850	18,198	3/	14.7	3/	15.5	3/	24.2	3/	21.8
January-March.....	4,775	4,743	4,734	14,555	21.3	19.4	19.7	20.1	16.5	20.5	20.2	18.8
April-June.....	3,681	4,295	3,944	12,143	24.0	22.0	22.5	22.8	15.9	19.5	18.4	17.7
July-September.....	3,349	3,689	3,545	10,836	25.6	23.8	24.1	24.6	15.7	18.3	17.3	17.1
Total.....	17,585	18,861	18,073	55,732								

1/ Beginning with the April-June 1958 report, 11 or more units under the same management, excluding the national chains--A&P, Kroger and Safeway; in prior reports the lower limit was 4 units.

2/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

3/ Revised data not available.

Table 3.--Frozen concentrated grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	250	92	67	3/	3/	43	4/	86	4/
January-March.....	272	121	52	3/	3/	56	74	104	72
April-June.....	229	112	55	3/	3/	3/	82	80	67
July-September.....	191	73	3/	3/	3/	3/	66	3/	64
Total.....	942	398	228	94	73	149	4/	311	4/
1957-58:									
October-December.....	217	81	3/	3/	3/	3/	70	64	67
January-March.....	235	65	87	3/	3/	3/	65	86	3/
April-June.....	215	84	51	3/	3/	3/	3/	75	3/
July-September.....	3/	3/	3/	3/	3/	3/	3/	52	65
Total.....	839	279	266	95	93	106	226	277	304
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	14.3	14.3	15.1	3/	3/	13.7	4/	13.1	4/
January-March.....	14.1	14.0	14.9	3/	3/	13.9	4/	13.4	4/
April-June.....	14.8	14.3	16.1	3/	3/	3/	4/	13.8	4/
July-September.....	14.7	14.5	3/	3/	3/	3/	4/	3/	4/
1957-58:									
October-December.....	15.3	14.3	3/	3/	3/	3/	4/	15.3	4/
January-March.....	17.2	17.9	16.6	3/	3/	3/	18.0	16.8	3/
April-June.....	17.5	17.6	16.7	3/	3/	3/	3/	17.0	3/
July-September.....	3/	3/	3/	3/	3/	3/	3/	19.0	18.8
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.1	12.6	15.3	3/	3/	15.2	4/	14.2	4/
January-March.....	15.9	16.9	13.7	3/	3/	17.8	4/	17.1	4/
April-June.....	15.0	16.0	14.5	3/	3/	3/	4/	15.3	4/
July-September.....	13.8	14.3	3/	3/	3/	3/	4/	3/	4/
1957-58:									
October-December.....	15.6	17.4	3/	3/	3/	3/	4/	14.1	4/
January-March.....	14.3	11.8	17.7	3/	3/	3/	15.0	12.5	3/
April-June.....	12.8	11.5	12.8	3/	3/	3/	3/	12.7	3/
July-September.....	3/	3/	3/	3/	3/	3/	3/	13.9	16.1
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.5	2.1	1.4	3/	3/	3/		2.6	
January-March.....	1.7	2.7	1.1	3/	3/	3/		3.3	
April-June.....	1.4	2.5	1.2	3/	3/	3/		3/	
July-September.....	1.1	1.6	3/	3/	3/	3/		3/	
1957-58:									
October-December.....	1.3	1.8	3/	3/	3/	3/		3/	
January-March.....	1.4	1.4	1.8	3/	3/	3/		3/	
April-June.....	1.3	1.8	1.1	3/	3/	3/		3/	
July-September.....	3/	3/	3/	3/	3/	3/		3/	

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Too few purchases reported for analysis.

4/ Revised data not available.

Table 4.--Other frozen concentrated juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	1,381	551	393	158	105	174	3/	412	3/	72
January-March.....	1,696	679	549	153	133	182	584	487	502	123
April-June.....	1,737	788	479	178	115	177	557	518	559	103
July-September.....	1,853	875	493	190	137	158	559	602	571	121
Total.....	6,667	2,893	1,914	679	490	691	3/	2,019	3/	419
1957-58:										
October-December.....	1,817	888	485	139	115	190	558	529	619	111
January-March.....	2,444	1,119	716	227	179	203	772	767	816	89
April-June.....	2,418	1,041	773	193	204	207	724	783	826	85
July-September.....	2,549	1,148	704	241	207	249	823	805	821	100
Total.....	9,228	4,196	2,678	800	705	849	2,877	2,884	3,082	385
Average price per 6 ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	18.2	17.3	18.8	19.4	18.1	18.4	3/	17.5	3/	16.0
January-March.....	18.0	17.6	18.3	19.3	17.3	18.1	3/	17.5	3/	17.4
April-June.....	18.1	17.8	18.7	18.3	18.8	17.5	3/	17.8	3/	17.9
July-September.....	18.1	17.7	18.3	19.0	19.1	17.7	3/	17.7	3/	18.5
1957-58:										
October-December.....	18.2	17.8	18.4	19.9	19.1	17.6	3/	17.7	3/	17.4
January-March.....	18.7	18.0	19.3	19.2	19.8	18.3	19.8	18.1	18.3	18.3
April-June.....	19.3	18.8	19.6	19.9	19.7	19.1	20.5	18.5	18.9	18.3
July-September.....	19.2	18.8	19.5	19.7	20.2	18.8	19.7	18.5	19.3	19.9
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	13.3	14.3	13.0	12.9	12.4	12.7	3/	12.6	3/	42.9
January-March.....	14.0	14.0	14.5	13.8	14.1	13.1	3/	13.3	3/	41.0
April-June.....	13.4	14.0	13.6	13.3	11.8	12.8	3/	13.5	3/	27.2
July-September.....	13.5	14.1	13.9	13.8	11.9	12.2	3/	13.7	3/	30.3
1957-58:										
October-December.....	13.6	15.0	13.6	11.4	10.6	13.8	3/	12.8	3/	28.0
January-March.....	13.8	14.8	13.6	14.6	11.6	12.8	13.4	13.6	14.4	16.2
April-June.....	13.6	13.6	14.2	12.8	14.1	12.4	12.6	13.7	14.8	16.8
July-September.....	14.2	14.5	14.8	13.3	12.9	14.0	13.7	14.4	14.2	15.4
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	8.5	12.3	8.5	4.1	6.3	10.4				
January-March.....	10.3	15.1	11.7	3.9	7.9	10.8				
April-June.....	10.5	17.6	10.1	4.6	6.7	10.4				
July-September.....	11.2	19.3	10.5	4.8	7.9	9.3				
1957-58:										
October-December.....	10.9	19.3	10.4	3.5	6.8	11.2				
January-March.....	14.6	24.3	15.3	5.7	10.4	11.9				
April-June.....	14.5	22.6	16.4	4.8	11.9	12.1				
July-September.....	15.2	24.9	15.1	6.0	12.0	14.4				

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Revised data not available.

Table 5.--Total frozen concentrated juices: Consumer purchases, average size of purchase and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	
1956-57:										
October-December.....	17,542	7,436	4,831	2,125	1,280	1,870	3/	6,030	3/	425
January-March.....	18,490	7,457	5,366	2,369	1,387	1,911	5,876	6,120	5,932	562
April-June.....	20,461	8,360	5,963	2,700	1,473	1,965	6,208	7,440	6,405	438
July-September.....	19,299	7,660	5,780	2,446	1,540	1,873	5 949	6,692	6,187	471
Total.....	75,792	30,913	21,940	9,640	5,680	7,619	3/	26,282	3/	1,866
1957-58:										
October-December.....	20,232	8,319	5,939	2,471	1,455	2,048	6,408	6,727	6,536	561
January-March.....	17,234	7,094	5,270	2,065	1,240	1,565	5,612	5,596	5,624	402
April-June.....	14,776	6,392	4,256	1,647	1,098	1,383	4,442	5,153	4,868	313
July-September.....	13,557	5,773	3,616	1,649	1,133	1,386	4,226	4,546	4,431	354
Total.....	65,799	27,578	19,081	7,832	4,926	6,382	20,688	22,022	21,459	1,630
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	19.4	19.7	19.4	19.4	17.9	19.6	3/	20.7	3/	29.9
January-March.....	20.2	20.0	20.7	20.2	18.8	20.5	3/	21.4	3/	34.5
April-June.....	21.5	21.7	21.9	22.5	19.4	21.1	3/	23.9	3/	24.5
July-September.....	20.6	20.3	21.7	21.0	18.6	20.5	3/	22.6	3/	26.8
1957-58:										
October-December.....	20.6	21.1	21.9	19.9	17.8	20.3	3/	22.5	3/	26.6
January-March.....	17.8	17.8	18.7	18.2	15.8	17.4	16.0	19.0	19.0	23.7
April-June.....	16.8	16.9	17.1	16.8	15.9	16.4	15.2	18.1	17.7	18.4
July-September.....	16.4	16.3	16.6	16.1	15.8	17.3	15.3	17.4	16.6	19.1
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	107.6	166.3	104.2	54.9	77.2	112.3				
January-March.....	112.6	165.8	114.4	61.2	82.5	113.3				
April-June.....	123.8	186.3	126.5	68.8	86.3	116.1				
July-September.....	116.3	169.3	122.7	62.4	88.5	110.0				
1957-58:										
October-December.....	121.6	181.2	126.9	62.4	85.3	120.3				
January-March.....	103.2	154.0	112.2	52.1	71.9	91.8				
April-June.....	88.3	138.6	90.3	41.4	64.1	80.9				
July-September.....	80.8	125.1	77.3	41.0	65.8	80.1				

^{1/} See footnote 1, table 2.

^{2/} Delicatessens, department stores, roadside markets, fruit stands, etc.

^{3/} Revised data not available.

Table 6.--Chilled orange juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	4,398	2,332	1,256	516	146	148	3/	329	3/	2,028
January-March.....	5,570	3,319	1,318	679	146	108	1,668	584	642	2,676
April-June.....	6,217	3,795	1,317	773	140	192	1,783	551	853	3,030
July-September.....	5,162	3,242	865	814	106	135	1,759	320	542	2,541
Total.....	21,347	12,688	4,756	2,782	538	583	3/	1,784	3/	10,275
1957-58:										
October-December.....	5,958	3,771	1,054	809	112	212	2,056	470	721	2,711
January-March.....	7,195	4,515	1,518	821	111	230	2,473	564	810	3,348
April-June.....	6,791	3,809	1,741	823	177	241	2,177	583	864	3,167
July-September.....	5,303	3,104	1,257	545	130	267	1,738	357	801	2,407
Total.....	25,247	15,199	5,570	2,998	530	950	8,444	1,974	3,196	11,633
Average price per equivalent quart										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	36.5	36.2	36.5	35.2	32.4	45.8	3/	31.4	3/	38.0
January-March.....	35.3	34.1	36.1	35.5	35.1	45.3	3/	28.2	3/	37.6
April-June.....	35.2	33.9	36.6	35.2	34.6	42.7	3/	27.7	3/	37.4
July-September.....	35.3	34.4	36.0	34.8	33.5	46.6	3/	27.6	3/	37.0
1957-58:										
October-December.....	35.9	34.6	36.8	35.2	36.1	46.9	3/	32.9	3/	37.7
January-March.....	36.8	35.5	38.2	36.3	35.6	45.6	35.5	34.1	34.7	38.5
April-June.....	40.3	40.5	40.0	38.4	37.8	45.8	40.0	39.1	39.7	40.9
July-September.....	41.2	42.0	40.3	37.6	36.5	46.6	41.8	41.1	39.9	41.3
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	37.8	38.0	39.8	38.8	35.8	29.6	3/	45.9	3/	38.0
January-March.....	38.5	39.0	39.9	38.6	37.3	29.1	3/	43.6	3/	38.9
April-June.....	39.8	40.3	40.0	39.6	40.6	35.0	3/	41.6	3/	41.3
July-September.....	39.9	40.2	40.7	41.8	34.8	30.4	3/	41.6	3/	39.6
1957-58:										
October-December.....	39.3	40.3	38.5	40.9	33.9	33.4	3/	40.7	3/	39.0
January-March.....	38.0	38.9	36.7	39.6	32.5	33.9	40.0	37.6	37.0	37.0
April-June.....	37.9	38.6	37.1	40.7	33.3	33.4	39.1	40.6	37.7	36.8
July-September.....	38.8	40.3	37.4	41.3	34.3	33.1	39.6	49.3	35.5	38.4
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	27.0	52.2	27.1	13.3	8.8	8.9				
January-March.....	33.9	73.8	28.1	17.5	8.7	6.4				
April-June.....	37.6	84.6	27.9	19.7	8.2	11.3				
July-September.....	31.1	71.7	18.4	20.8	6.1	7.9				
1957-58:										
October-December.....	35.8	82.1	22.5	20.4	6.6	12.5				
January-March.....	43.1	98.0	32.3	20.7	6.4	13.5				
April-June.....	40.6	82.6	37.0	20.7	10.3	14.1				
July-September.....	31.6	67.3	26.9	13.6	7.6	15.4				

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Revised data not available.

Table 7.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	718	180	203	71	92	172	3/	250	3/	4/
January-March.....	664	160	201	62	104	137	223	181	221	4/
April-June.....	4,015	1,615	1,082	349	376	593	1,259	1,234	1,454	4/
July-September.....	6,367	2,033	2,085	608	612	1,029	1,961	1,989	2,309	108
Total.....	11,764	3,988	3,571	1,090	1,184	1,931	3/	3,654	3/	255
1957-58:										
October-December.....	891	311	206	83	98	193	252	255	327	4/
January-March.....	657	218	124	64	102	149	204	180	255	4/
April-June.....	4,213	1,292	1,093	410	528	890	1,535	1,091	1,490	97
July-September.....	6,930	2,473	2,025	529	601	1,302	2,386	1,924	2,493	127
Total.....	12,691	4,294	3,448	1,086	1,329	2,534	4,377	3,450	4,565	299
Average price per 6-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	13.8	14.9	13.4	14.8	15.4	12.5	3/	13.6	3/	3/
January-March.....	14.1	15.1	13.8	14.8	15.9	12.2	3/	13.5	3/	3/
April-June.....	11.4	11.5	11.6	11.9	11.9	10.4	3/	11.0	3/	3/
July-September.....	11.0	11.4	11.1	11.5	11.5	9.9	3/	10.7	3/	3/
1957-58:										
October-December.....	12.0	12.1	12.3	12.5	12.9	11.2	3/	11.5	3/	3/
January-March.....	12.8	13.3	13.1	12.9	13.4	11.8	3/	12.3	11.9	4/
April-June.....	10.5	10.5	10.6	11.9	11.2	9.7	10.8	10.6	10.0	12.4
July-September.....	10.3	10.6	10.3	11.1	10.7	9.5	10.5	10.4	10.0	11.6
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	3/	16.3	3/	3/
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	3/	14.9	3/	3/
April-June.....	21.9	22.4	21.7	20.4	20.4	22.8	3/	22.7	3/	3/
July-September.....	22.9	21.4	23.1	22.6	21.7	25.4	3/	23.5	3/	3/
1957-58:										
October-December.....	18.4	18.1	19.9	16.5	16.5	19.7	3/	18.9	3/	3/
January-March.....	16.0	16.9	14.2	16.4	14.6	17.2	14.3	15.7	16.9	4/
April-June.....	24.0	24.0	21.4	22.2	22.8	27.9	23.2	23.2	25.4	24.8
July-September.....	24.5	24.1	24.4	24.0	21.2	27.1	23.4	23.7	26.4	28.3
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	4.4	4.0	4.4	1.8	5.5	10.3				
January-March.....	4.0	3.6	4.3	1.6	6.2	8.1				
April-June.....	24.3	36.0	23.0	8.9	22.0	35.0				
July-September.....	38.4	44.9	44.3	15.5	35.2	60.5				
1957-58:										
October-December.....	5.4	6.8	4.4	2.1	5.7	11.3				
January-March.....	3.9	4.7	2.6	1.6	5.9	8.7				
April-June.....	25.2	35.8	23.2	10.3	30.8	52.1				
July-September.....	41.3	53.6	43.3	13.2	34.9	75.3				

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Revised data not available.

4/ Too few purchases reported for analysis.

Table 8.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{2/}
	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}
1956-57:									
October-December.....	1,428	185	535	378	179	151	4/	323	4/
January-March.....	1,353	204	481	331	190	147	743	255	332
April-June.....	1,828	235	622	431	296	244	948	425	427
July-September.....	1,854	237	600	490	273	254	946	437	448
Total.....	6,463	861	2,238	1,630	938	796	4/	1,440	4/
1957-58:									
October-December.....	1,514	158	547	440	204	165	753	291	445
January-March.....	1,353	130	558	295	230	140	665	242	421
April-June.....	1,811	225	754	375	198	259	824	431	530
July-September.....	1,680	251	602	406	202	219	716	403	520
Total.....	6,358	764	2,461	1,516	834	783	2,958	1,367	1,916
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	4/	27.7	4/
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	4/	27.9	4/
April-June.....	26.9	27.6	26.4	27.3	27.3	26.4	4/	27.3	4/
July-September.....	27.1	27.9	27.1	28.1	26.5	26.2	4/	27.1	4/
1957-58:									
October-December.....	27.8	28.1	27.8	28.0	27.6	27.5	4/	28.4	4/
January-March.....	28.1	28.9	27.7	28.7	28.1	28.3	28.0	28.5	27.9
April-June.....	27.7	28.3	27.4	28.5	27.5	27.5	27.7	27.7	27.2
July-September.....	28.4	28.4	28.7	28.7	29.0	26.6	28.7	28.0	28.1
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	4/	65.9	4/
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	4/	64.1	4/
April-June.....	76.1	65.8	79.7	67.8	74.2	93.0	4/	75.5	4/
July-September.....	76.2	62.9	78.6	68.9	75.6	94.6	4/	77.8	4/
1957-58:									
October-December.....	72.0	65.8	69.6	72.4	67.2	86.4	4/	68.3	4/
January-March.....	71.5	55.8	76.0	65.0	74.1	74.9	77.0	62.0	70.6
April-June.....	74.7	66.1	76.3	71.3	71.1	83.2	76.2	74.6	74.9
July-September.....	74.3	71.7	69.7	74.3	67.3	97.5	75.9	77.0	69.8
Purchases per 1,000 persons									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}			
1956-57:									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....	11.1	5.2	13.2	11.0	17.3	14.4			
July-September.....	11.2	5.2	12.7	12.5	15.7	14.9			
1957-58:									
October-December.....	9.1	3.4	11.7	11.1	12.0	9.7			
January-March.....	8.1	2.8	11.9	7.4	13.3	8.2			
April-June.....	10.8	4.9	16.0	9.4	11.6	15.2			
July-September.....	10.0	5.4	12.9	10.1	11.7	12.7			

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

^{2/} See footnote 1, table 2.

^{3/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

^{4/} Revised data not available.

Table 9.--Concentrated shelf-pack orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains ^{2/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	304	3/	181	3/	44	40	4/	71	4/
January-March.....	272	3/	174	3/	38	38	163	52	50
April-June.....	344	3/	182	3/	49	59	205	57	76
July-September.....	357	3/	210	3/	58	38	185	83	84
Total.....	1,277	140	747	26	189	175	4/	263	4/
1957-58:									
October-December.....	342	3/	216	3/	43	45	193	66	80
January-March.....	336	3/	206	3/	47	43	172	74	84
April-June.....	469	59	244	3/	61	85	266	104	3/
July-September.....	369	3/	186	3/	60	69	215	68	80
Total.....	1,516	167	852	44	211	242	846	312	337
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	17.0	3/	17.2	3/	16.7	17.0	4/	16.4	4/
January-March.....	16.9	3/	17.1	3/	16.3	17.1	4/	16.5	4/
April-June.....	17.1	3/	17.0	3/	17.0	17.6	4/	16.5	4/
July-September.....	16.8	3/	17.0	3/	16.7	16.9	4/	16.4	4/
1957-58:									
October-December.....	17.2	3/	17.4	3/	17.0	17.3	4/	16.6	4/
January-March.....	17.2	3/	17.4	3/	16.8	17.0	17.6	16.4	16.9
April-June.....	18.1	17.1	18.8	3/	16.4	18.2	18.7	16.3	3/
July-September.....	18.4	3/	18.5	3/	17.8	19.2	18.7	17.2	18.5
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	15.8	3/	17.5	3/	15.9	14.8	4/	14.6	4/
January-March.....	16.5	3/	16.9	3/	18.6	14.7	4/	19.0	4/
April-June.....	17.0	3/	18.5	3/	17.2	14.8	4/	17.1	4/
July-September.....	17.3	3/	19.9	3/	18.4	12.5	4/	16.5	4/
1957-58:									
October-December.....	17.4	3/	20.3	3/	15.6	15.0	4/	17.3	4/
January-March.....	17.0	3/	18.1	3/	17.6	15.9	16.7	17.0	21.6
April-June.....	17.1	13.4	17.3	3/	18.3	17.4	18.0	14.7	3/
July-September.....	16.6	3/	15.6	3/	18.3	19.2	17.5	15.9	15.3
Purchases per 1,000 persons									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.9	3/	3.9	3/	2.7	2.4			
January-March.....	1.7	3/	3.7	3/	2.3	2.3			
April-June.....	2.1	3/	3.9	3/	2.9	3.5			
July-September.....	2.2	3/	4.5	3/	3.3	2.2			
1957-58:									
October-December.....	2.1	3/	4.6	3/	2.5	2.6			
January-March.....	2.0	3/	4.4	3/	2.7	2.5			
April-June.....	2.8	1.3	5.2	3/	3.6	5.0			
July-September.....	2.2	3/	4.0	3/	3.5	4.0			

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

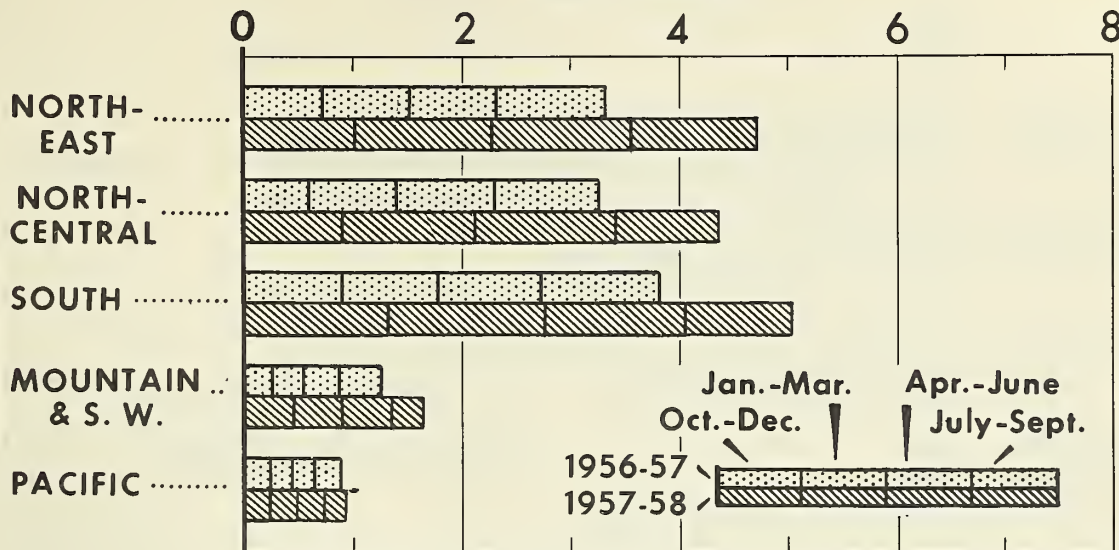
^{2/} See footnote 1, table 2.

^{3/} Too few purchases reported for analysis.

^{4/} Revised data not available.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4877-58 (II)

AGRICULTURAL MARKETING SERVICE

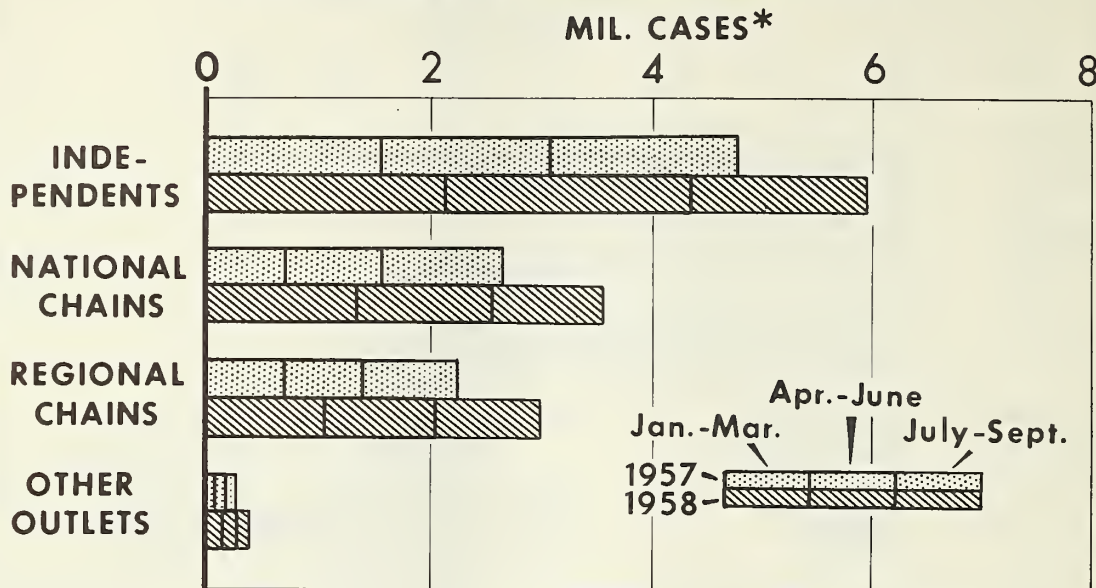
Figure 3

Table 10.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....	3,186	822	907	945	316	196	32.8	31.5	32.2	32.3	35.4	37.1
July-September.....	3,673	992	953	1,079	391	258	30.5	29.1	29.9	29.9	32.8	35.4
Total	12,522	3,327	3,258	3,809	1,245	883						
1957-58:												
October-December.....	3,885	1,012	898	1,314	436	225	30.8	29.4	29.9	30.4	32.6	36.7
January-March.....	4,663	1,281	1,231	1,428	452	271	31.8	31.3	31.4	30.8	33.2	37.3
April-June.....	4,581	1,285	1,277	1,288	475	256	33.5	32.4	33.7	32.5	35.6	38.5
July-September.....	3,592	1,126	950	1,005	318	193	36.6	35.7	37.6	35.0	38.9	40.8
Total.....	16,721	4,704	4,356	5,035	1,681	945						
Period	Average size of purchase						Purchases per 1,000 persons					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....	56.6	63.4	55.6	55.6	53.0	52.9	19.3	18.3	19.2	24.1	18.5	11.6
July-September.....	58.4	63.8	60.4	56.1	54.9	55.7	22.1	21.9	20.2	27.6	22.5	15.2
1957-58:												
October-December.....	58.9	64.8	58.4	58.5	56.9	52.3	23.4	22.0	19.2	33.2	25.5	13.2
January-March.....	59.8	66.9	58.5	59.8	56.7	53.6	27.9	27.8	26.2	36.0	26.2	15.9
April-June.....	59.2	71.5	59.5	57.6	55.2	46.1	27.4	27.9	27.1	32.3	27.7	15.0
July-September.....	56.2	63.2	55.8	56.5	52.0	44.4	21.4	24.4	20.3	25.0	18.5	11.2

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U.S. DEPARTMENT OF AGRICULTURE

NEG 4878-58(III) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 11.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ- dent groceries:	National chains	Regional chains	All retail outlets	Independ- dent groceries:	National chains	Regional chains	All retail outlets	Independ- dent groceries:	National chains	Regional chains	All retail outlets
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	4/	570	4/	2,631	4/	34.7	4/	36.4	4/	56.7	4/	52.0
January-March.....	1,555	698	696	3,032	4/	32.6	4/	34.5	4/	60.7	4/	54.3
April-June.....	1,535	873	700	3,186	4/	30.0	4/	32.8	4/	61.4	4/	56.6
July-September.....	1,676	1,067	841	3,673	4/	27.3	4/	30.5	4/	64.1	4/	58.4
Total.....	4/	3,208	4/	12,522								
1957-58:												
October-December.....	1,851	1,049	857	3,885	4/	27.9	4/	30.8	4/	65.9	4/	58.9
January-March.....	2,151	1,336	1,048	4,663	33.3	29.2	31.1	31.8	57.0	68.2	60.6	59.8
April-June.....	2,212	1,230	1,007	4,581	35.0	31.1	33.0	33.5	56.9	65.0	59.8	59.2
July-September.....	1,612	949	929	3,592	38.2	34.9	35.2	36.6	53.1	64.2	57.0	56.2
Total.....	7,826	4,564	3,841	16,721								

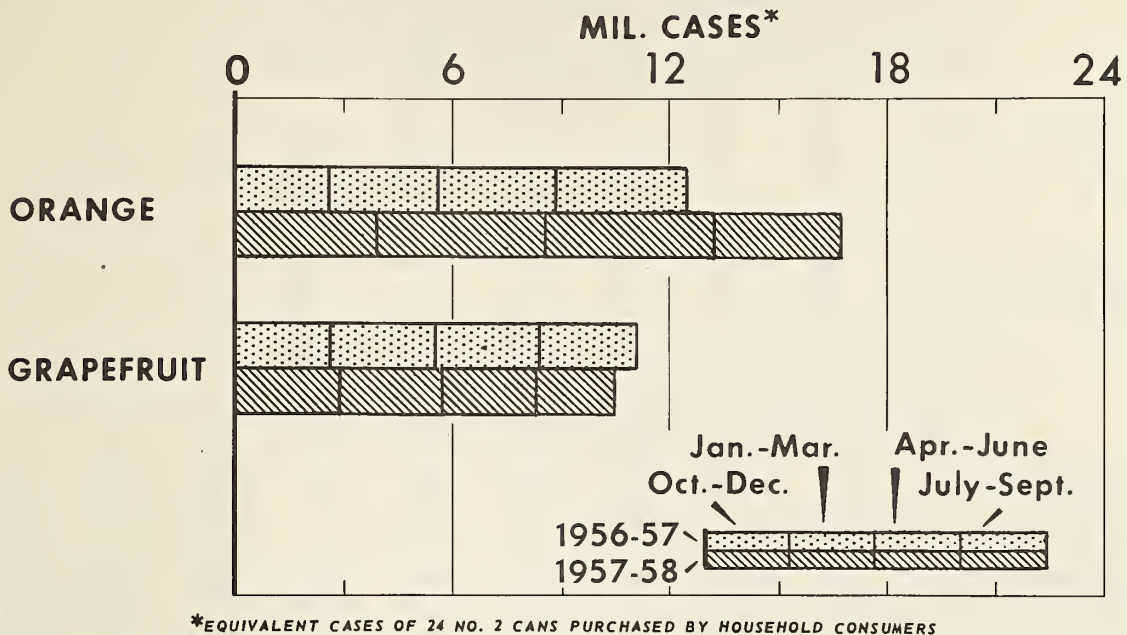
1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4879-58 (II) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 12--Canned citrus juices: Consumer purchases by quarters, October-December 1956 to date

Period	Canned Orange juice		Canned Grapefruit juice	
	1957-58	1956-57	1957-58	1956-57
	1,000 cases ^{1/}	1,000 cases ^{1/}	1,000 cases ^{1/}	1,000 cases ^{1/}
October-December.....	3,885	2,631	2,814	2,663
January-March.....	4,663	3,032	2,825	2,852
April-June.....	4,581	3,186	2,609	3,030
July-September.....	3,592	3,673	2,183	2,627
Total.....	16,721	12,522	10,431	11,172

^{1/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 13.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:										
October-December.....	2,663	692	761	482	397	331	4/	802	4/	5/
January-March.....	2,852	767	761	586	440	298	1,315	887	608	42
April-June.....	3,030	888	733	703	373	333	1,350	965	676	39
July-September.....	2,627	765	623	611	326	302	1,115	892	588	32
Total.....	11,172	3,112	2,878	2,382	1,536	1,264	4/	3,546	4/	139
1957-58:										
October-December.....	2,814	742	627	749	328	368	1,170	975	640	29
January-March.....	2,825	806	749	597	406	267	1,149	980	656	5/
April-June.....	2,609	787	590	616	300	316	960	902	711	5/
July-September.....	2,183	669	499	567	191	257	881	691	569	2/
Total.....	10,431	3,004	2,465	2,529	1,225	1,208	4,160	3,548	2,576	147
Average price per 46-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	28.2	26.9	28.2	26.8	29.7	29.9	4/	26.6	4/	4/
January-March.....	28.0	27.5	27.8	27.5	28.2	29.5	4/	26.3	4/	4/
April-June.....	27.5	27.1	26.8	27.3	27.2	29.5	4/	25.5	4/	4/
July-September.....	27.4	26.7	26.8	27.0	27.7	29.8	4/	26.2	4/	4/
1957-58:										
October-December.....	27.5	26.6	27.3	26.6	28.3	29.7	4/	25.8	4/	4/
January-March.....	28.0	26.9	27.8	27.7	28.3	30.3	29.1	26.4	27.7	5/
April-June.....	30.5	29.6	30.0	29.4	31.7	32.5	32.0	29.2	29.6	5/
July-September.....	33.3	33.4	33.8	32.2	32.9	34.8	34.2	31.9	33.6	2/
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	4/	68.0	4/	4/
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	4/	74.5	4/	4/
April-June.....	64.6	64.0	68.6	61.9	63.2	66.8	4/	73.5	4/	4/
July-September.....	62.1	63.4	68.5	59.8	58.4	60.2	4/	71.9	4/	4/
1957-58:										
October-December.....	64.0	69.3	65.2	63.6	60.2	61.7	4/	74.8	4/	4/
January-March.....	62.6	63.2	66.5	60.3	65.4	56.0	58.0	70.7	52.9	5/
April-June.....	61.2	63.8	59.9	61.6	59.7	60.4	57.5	69.9	59.4	5/
July-September.....	59.1	57.7	59.7	61.1	58.1	58.1	58.3	63.3	57.0	2/
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/				
1956-57:										
October-December.....	16.3	15.5	16.4	12.5	23.9	19.9				
January-March.....	17.4	17.0	16.2	15.2	26.2	17.7				
April-June.....	18.3	19.8	15.6	17.9	21.8	19.7				
July-September.....	15.8	16.9	13.2	15.6	18.7	17.7				
1957-58:										
October-December.....	16.9	16.2	13.4	18.9	19.2	21.6				
January-March.....	16.9	17.5	15.9	15.1	23.5	15.7				
April-June.....	15.6	17.1	12.5	15.5	17.5	18.5				
July-September.....	13.0	14.5	10.7	14.1	11.1	14.9				

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

5/ Too few purchases reported for analysis.

Table 14.--Canned single-strength lemon juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	150	43	53	4/	14	28	5/	35	5/
January-March.....	142	46	53	4/	12	21	53	36	52
April-June.....	229	96	67	19	15	32	76	69	82
July-September.....	266	108	80	24	19	35	84	84	95
Total.....	787	293	253	65	60	116	5/	224	5/
1957-58:									
October-December.....	156	58	45	4/	13	28	61	43	51
January-March.....	148	53	45	4/	13	26	49	43	55
April-June.....	221	84	69	19	15	34	80	67	72
July-September.....	287	112	92	35	15	33	96	90	96
Total.....	812	307	251	81	52	121	286	243	274
Average price per 5½-6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	12.1	12.9	12.9	4/	13.8	11.3	5/	11.8	5/
January-March.....	12.4	11.9	13.3	4/	16.2	11.2	5/	11.7	5/
April-June.....	10.8	10.6	11.1	12.8	11.5	10.5	5/	10.3	5/
July-September.....	10.4	10.7	10.8	10.0	11.5	9.7	5/	10.5	5/
1957-58:									
October-December.....	10.6	10.1	11.9	4/	13.3	9.8	5/	9.6	5/
January-March.....	10.8	11.3	11.2	4/	12.1	9.7	12.1	9.7	10.0
April-June.....	10.3	9.9	11.6	9.9	12.1	9.6	10.3	9.8	10.6
July-September.....	10.5	10.4	10.5	10.1	12.4	10.0	10.7	10.3	10.6
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.9	15.6	20.3	4/	11.9	12.4	5/	14.9	5/
January-March.....	14.3	15.4	17.5	4/	10.3	12.7	5/	13.9	5/
April-June.....	15.0	16.8	16.9	13.1	11.3	13.0	5/	15.7	5/
July-September.....	16.3	16.7	20.1	14.6	13.7	13.7	5/	16.8	5/
1957-58:									
October-December.....	15.0	16.2	17.6	4/	11.8	13.3	5/	14.4	5/
January-March.....	14.8	15.2	16.4	4/	11.7	13.5	13.4	14.8	16.4
April-June.....	15.5	17.7	18.0	13.8	11.7	13.3	14.6	15.4	17.2
July-September.....	16.3	18.0	20.0	15.0	11.9	12.9	14.3	16.9	18.4
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	0.9	1.0	1.1	4/	0.8	1.7			
January-March.....	.9	1.0	1.1	4/	.7	1.3			
April-June.....	1.4	2.1	1.4	0.5	.9	1.9			
July-September.....	1.6	2.4	1.7	.6	1.1	2.0			
1957-58:									
October-December.....	.9	1.3	1.0	4/	.8	1.6			
January-March.....	.9	1.1	1.0	4/	.4	1.5			
April-June.....	1.3	1.8	1.5	.5	.9	2.0			
July-September.....	1.7	2.4	2.0	.9	.9	1.9			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Too few purchases reported for analysis.

5/ Revised data not available.

Table 15.--Canned single-strength prune juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	2,086	1,173	353	248	172	140	4/	494	4/
January-March.....	2,280	1,191	422	283	214	170	824	560	854
April-June.....	2,140	1,070	406	315	175	174	812	503	797
July-September.....	2,020	1,048	341	278	198	155	782	479	742
Total.....	8,526	4,482	1,522	1,124	759	639	4/	2,036	4/
1957-58:									
October-December.....	2,047	1,049	353	307	174	164	774	497	750
January-March.....	2,158	1,127	342	295	201	193	832	540	760
April-June.....	1,995	1,097	298	285	156	159	829	478	665
July-September.....	1,891	950	282	315	187	157	731	508	620
Total.....	8,091	4,223	1,275	1,202	718	673	3,166	2,023	2,795
Average price per 32-ounce bottle									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	32.5	31.0	34.7	33.6	34.6	31.2	4/	31.6	4/
January-March.....	32.9	31.0	34.9	33.3	35.4	32.9	4/	32.2	4/
April-June.....	32.7	30.9	34.7	33.0	35.6	32.8	4/	32.1	4/
July-September.....	32.9	31.2	35.1	33.6	35.1	32.2	4/	32.1	4/
1957-58:									
October-December.....	33.1	31.1	35.5	34.2	35.3	32.6	4/	32.2	4/
January-March.....	33.4	31.1	35.5	34.6	36.6	32.8	35.1	32.1	32.1
April-June.....	33.9	31.4	36.3	35.1	37.4	34.9	35.3	32.9	32.7
July-September.....	34.0	31.6	36.9	34.7	37.2	34.2	35.6	33.0	32.6
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	39.4	40.0	38.7	34.5	41.3	44.0	4/	38.7	4/
January-March.....	39.9	40.2	38.7	37.0	45.2	39.6	4/	39.4	4/
April-June.....	40.2	40.5	40.3	38.6	43.8	38.6	4/	37.9	4/
July-September.....	40.5	40.1	40.0	37.2	46.8	41.7	4/	39.3	4/
1957-58:									
October-December.....	39.6	40.9	36.3	37.7	43.1	39.6	4/	39.7	4/
January-March.....	40.7	42.0	36.8	37.7	45.0	41.6	36.5	42.8	45.8
April-June.....	39.6	41.2	35.1	38.5	43.5	38.3	37.1	40.4	43.0
July-September.....	40.8	39.9	35.7	41.8	47.3	42.5	38.2	42.5	42.9
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	12.8	26.2	7.6	6.4	10.4	8.4			
January-March.....	13.9	26.5	9.0	7.3	12.7	10.1			
April-June.....	12.9	23.8	8.6	8.0	10.3	10.3			
July-September.....	12.2	23.2	7.2	7.1	11.4	9.1			
1957-58:									
October-December.....	12.3	22.8	7.5	7.8	10.2	9.6			
January-March.....	12.9	24.5	7.3	7.4	11.7	11.3			
April-June.....	11.9	23.8	6.3	7.2	9.1	9.3			
July-September.....	11.3	20.6	6.0	7.9	10.8	9.1			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 16.--Canned single-strength tomato juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	5,308	1,922	1,372	671	534	809	4/	1,370	4/
January-March.....	6,092	2,197	1,606	752	587	950	2,504	1,576	1,906
April-June.....	6,106	2,160	1,604	817	570	955	2,463	1,745	1,817
July-September.....	5,335	1,897	1,371	699	566	802	2,163	1,384	1,715
Total.....	22,841	8,176	5,953	2,939	2,257	3,516	4/	6,075	4/
1957-58:									
October-December.....	5,644	2,200	1,336	821	520	767	2,254	1,614	1,701
January-March.....	6,180	2,216	1,530	872	632	930	2,547	1,683	1,873
April-June.....	5,778	2,049	1,542	798	511	878	2,188	1,646	1,848
July-September.....	5,102	1,810	1,355	671	496	770	1,912	1,586	1,513
Total.....	22,704	8,275	5,763	3,162	2,159	3,345	8,901	6,529	6,935
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.8	29.3	28.7	30.1	29.6	22.9	4/	27.1	4/
January-March.....	27.5	29.0	28.1	30.0	29.1	23.1	4/	26.7	4/
April-June.....	26.6	28.1	26.7	28.5	28.9	22.8	4/	25.4	4/
July-September.....	26.6	28.2	26.7	28.4	28.4	22.7	4/	26.0	4/
1957-58:									
October-December.....	27.5	28.8	27.6	29.7	28.9	23.4	4/	26.9	4/
January-March.....	28.0	29.9	28.9	30.6	29.3	22.8	28.4	28.2	27.3
April-June.....	28.6	30.2	29.4	31.3	29.8	23.9	29.1	28.3	28.2
July-September.....	28.8	30.0	29.4	30.8	30.4	24.7	29.2	28.5	28.6
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	54.6	50.4	57.3	50.9	46.3	69.5	4/	56.5	4/
January-March.....	57.1	53.2	60.1	49.7	53.2	69.9	4/	58.9	4/
April-June.....	58.6	52.6	62.5	53.4	52.7	73.0	4/	65.5	4/
July-September.....	58.6	53.7	63.2	52.5	53.2	71.7	4/	62.0	4/
1957-58:									
October-December.....	56.3	52.4	59.5	52.6	50.1	68.7	4/	58.8	4/
January-March.....	56.9	53.1	57.1	49.6	53.9	74.1	55.3	58.4	58.5
April-June.....	56.0	51.8	56.8	49.2	52.4	71.5	54.2	60.8	54.3
July-September.....	56.5	51.1	59.8	52.4	50.9	69.9	56.2	62.7	51.7
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	32.6	43.0	29.6	17.3	32.2	48.6			
January-March.....	37.1	48.8	34.3	19.4	34.9	56.3			
April-June.....	37.0	48.2	34.0	20.8	33.4	56.4			
July-September.....	32.2	41.9	29.1	17.8	32.6	47.1			
1957-58:									
October-December.....	33.9	47.9	28.6	20.7	30.5	45.1			
January-March.....	37.0	48.1	32.6	22.0	36.7	54.5			
April-June.....	34.5	44.4	32.7	20.0	29.8	51.4			
July-September.....	30.4	39.2	29.0	16.7	28.8	44.5			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 17.--Other single-strength juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	9,044	3,935	1,894	969	853	1,393	4/	2,373	4/
January-March.....	10,294	4,626	2,166	1,089	887	1,526	4,105	2,626	3,404
April-June.....	10,737	4,734	2,368	1,247	907	1,481	4,231	2,854	3,475
July-September.....	10,331	4,481	2,240	1,445	823	1,342	4,181	2,697	3,301
Total.....	40,406	17,776	8,668	4,750	3,470	5,742	4/	10,550	4/
1957-58:									
October-December.....	10,620	4,787	2,206	1,374	833	1,420	4,174	2,828	3,488
January-March.....	12,173	5,074	2,825	1,542	1,063	1,669	4,561	3,401	4,027
April-June.....	13,042	5,446	3,018	1,604	1,049	1,925	4,954	3,606	4,294
July-September.....	12,602	5,228	2,989	1,556	997	1,832	4,642	3,598	4,192
Total.....	48,437	20,535	11,038	6,076	3,942	6,846	18,331	13,433	16,001
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	30.7	30.5	32.4	30.3	33.0	28.6	4/	30.0	4/
January-March.....	30.8	30.7	32.5	30.6	32.4	28.7	4/	29.7	4/
April-June.....	30.6	30.4	31.4	30.2	32.7	29.3	4/	29.7	4/
July-September.....	31.3	30.9	31.7	30.7	34.2	30.3	4/	30.1	4/
1957-58:									
October-December.....	31.9	31.5	32.8	31.8	34.8	30.2	4/	30.4	4/
January-March.....	31.5	31.0	32.7	31.6	34.3	29.3	32.8	30.4	30.8
April-June.....	31.9	31.8	32.7	31.3	34.9	30.0	32.9	31.2	31.3
July-September.....	32.4	32.7	33.0	31.2	34.8	30.5	33.1	31.6	32.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	48.1	48.4	46.4	42.7	46.8	53.6	4/	47.9	4/
January-March.....	49.0	49.7	48.7	44.2	47.0	52.7	4/	48.6	4/
April-June.....	51.2	50.7	52.8	46.4	48.7	55.7	4/	50.8	4/
July-September.....	50.4	50.7	52.4	47.9	47.1	52.0	4/	51.3	4/
1957-58:									
October-December.....	50.6	51.8	51.1	46.5	47.6	52.9	4/	51.5	4/
January-March.....	52.3	53.3	52.5	47.1	49.6	56.2	51.0	52.8	53.4
April-June.....	52.9	54.0	53.7	47.4	47.6	57.7	51.7	53.9	53.5
July-September.....	54.2	54.5	56.7	48.7	48.5	59.2	52.3	57.1	54.2
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	55.5	88.0	40.9	25.0	51.4	83.6			
January-March.....	62.6	102.9	46.2	28.1	52.7	90.5			
April-June.....	65.0	105.5	50.3	31.7	53.1	87.4			
July-September.....	62.2	99.1	47.6	36.9	47.3	78.9			
1957-58:									
October-December.....	63.8	104.3	47.1	34.7	48.8	83.4			
January-March.....	73.0	110.2	60.1	38.9	61.6	97.9			
April-June.....	78.0	118.0	64.1	40.3	61.2	112.6			
July-September.....	75.2	113.3	63.8	38.6	57.9	105.8			

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

^{2/} See footnote 1, table 2.

^{3/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

^{4/} Revised data not available.

Table 18.--Total single-strength juices: Consumer purchases, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:										
October-December.....	21,882	8,479	5,023	3,230	2,223	2,927	4/	5,644	4/	358
January-March.....	24,692	9,626	5,816	3,657	2,425	3,168	10,356	6,383	7,520	433
April-June.....	25,428	9,770	6,085	4,046	2,356	3,171	10,467	7,009	7,547	405
July-September.....	24,252	9,291	5,608	4,136	2,323	2,894	10,001	6,603	7,282	366
Total.....	96,254	37,166	22,532	15,069	9,327	12,160	4/	25,639	4/	1,562
1957-58:										
October-December.....	25,166	9,848	5,465	4,577	2,304	2,972	10,284	7,006	7,487	389
January-March.....	28,147	10,557	6,722	4,749	2,763	3,356	11,289	7,583	8,419	456
April-June.....	28,226	10,748	6,794	4,610	2,506	3,568	11,223	7,929	8,597	477
July-September.....	25,657	9,895	6,167	4,149	2,204	3,242	9,874	7,422	7,919	442
Total.....	107,196	41,048	25,148	18,085	9,777	13,138	42,670	30,340	32,422	1,764
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	49.8	48.6	50.5	47.5	47.6	55.4	4/	51.2	4/	46.8
January-March.....	51.4	49.9	52.7	49.2	50.7	55.4	4/	53.1	4/	52.8
April-June.....	52.7	50.8	54.6	50.7	50.8	57.8	4/	55.4	4/	53.8
July-September.....	52.2	50.8	55.2	50.6	50.0	55.1	4/	54.8	4/	50.1
1957-58:										
October-December.....	52.5	52.1	53.5	52.1	50.1	54.8	4/	55.7	4/	45.0
January-March.....	53.6	53.1	53.9	51.5	52.6	57.7	51.7	56.2	54.5	51.3
April-June.....	53.1	53.4	53.6	50.7	50.0	56.9	51.5	56.0	53.0	52.6
July-September.....	52.9	52.1	54.6	50.9	49.2	57.1	51.2	56.8	52.1	50.0
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/				
1956-57:										
October-December.....	134.2	189.6	108.3	83.4	134.0	175.8				
January-March.....	150.3	214.0	124.0	94.5	144.2	187.9				
April-June.....	153.9	217.7	129.1	103.0	138.0	187.3				
July-September.....	146.1	205.4	119.0	105.6	133.6	170.0				
1957-58:										
October-December.....	151.2	214.5	116.8	115.6	135.0	174.5				
January-March.....	168.6	229.2	143.1	119.8	160.2	196.8				
April-June.....	168.7	233.0	144.2	115.8	146.2	208.8				
July-September.....	153.0	214.4	131.8	103.2	128.0	187.4				

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 19.--Canned grapefruit sections: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	994	339	356	89	79	131	4/	335	4/
January-March.....	859	301	276	78	62	142	313	325	218
April-June.....	785	253	261	93	59	119	310	266	205
July-September.....	950	392	313	89	57	99	330	345	271
Total.....	3,588	1,285	1,206	349	257	491	4/	1,271	4/
1957-58:									
October-December.....	803	288	211	126	48	130	306	275	219
January-March.....	872	371	248	84	52	117	310	317	239
April-June.....	974	377	296	105	51	145	359	359	244
July-September.....	965	390	323	98	36	118	344	336	275
Total.....	3,614	1,426	1,078	413	187	510	1,319	1,287	977
Average price paid per No. 303 can 5/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	18.2	17.2	17.9	18.4	19.6	19.4	4/	16.8	4/
January-March.....	18.3	17.5	18.0	18.4	19.0	19.1	4/	17.2	4/
April-June.....	18.7	18.0	18.3	19.0	20.0	19.4	4/	17.6	4/
July-September.....	18.8	18.1	18.7	19.2	20.3	19.8	4/	17.4	4/
1957-58:									
October-December.....	19.1	18.2	18.5	18.9	21.9	19.9	4/	17.5	4/
January-March.....	19.2	18.5	18.9	19.4	20.2	20.6	20.9	17.9	18.9
April-June.....	19.9	18.6	19.7	20.7	19.9	21.3	21.3	18.4	19.5
July-September.....	20.2	18.9	19.7	21.5	21.8	22.1	21.9	18.7	19.7
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	35.8	33.9	36.3	43.8	35.6	35.8	4/	37.6	4/
January-March.....	36.8	34.1	36.5	42.8	40.6	37.3	4/	39.5	4/
April-June.....	34.7	31.6	33.0	39.1	44.2	35.5	4/	36.0	4/
July-September.....	35.6	35.7	36.1	39.0	37.2	31.7	4/	39.8	4/
1957-58:									
October-December.....	37.4	34.6	36.4	43.9	38.8	38.2	4/	39.9	4/
January-March.....	36.4	35.5	36.4	44.1	33.2	36.4	33.2	44.7	33.3
April-June.....	35.7	34.3	34.7	39.6	34.9	37.6	36.1	38.8	31.3
July-September.....	35.8	36.9	35.4	42.5	27.8	34.0	34.2	40.3	33.7
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	6.1	7.6	7.7	2.3	4.8	7.9			
January-March.....	5.2	6.7	5.9	2.0	3.7	8.4			
April-June.....	4.8	5.6	5.5	2.4	3.5	7.0			
July-September.....	5.7	8.7	6.6	2.3	3.3	5.8			
1957-58:									
October-December.....	4.8	6.3	4.5	3.2	2.8	7.6			
January-March.....	5.2	8.1	5.3	2.1	3.0	6.9			
April-June.....	5.8	8.2	6.3	2.6	3.0	8.5			
July-September.....	5.8	8.4	6.9	2.4	2.1	6.8			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases 24 No. 2 cans...480 ounces per case.

4/ Revised data not available.

5/ Net weight 1 pound.

Table 20.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States by regions and type of retail outlets, July-September 1958

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
Canned single-strength juices:									
Orange.....	3,592	1,126	950	1,005	318	193	1,612	949	929
Grapefruit.....	2,183	669	499	567	191	257	881	691	569
Lemon.....	287	112	92	35	15	33	96	90	96
Prune.....	1,891	950	282	315	187	157	731	508	620
Tomato.....	5,102	1,810	1,355	671	496	770	1,912	1,586	1,513
Other juices.....	12,602	5,228	2,989	1,556	997	1,832	4,642	3,598	4,192
Total.....	25,657	9,895	6,167	4,149	2,204	3,242	9,874	7,422	7,919
Canned grapefruit sections.....	965	390	323	98	36	118	344	336	275
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Canned single-strength juices:									
Orange.....	36.6	35.7	37.6	35.0	38.9	40.8	38.2	34.9	35.2
Grapefruit.....	33.3	33.4	33.8	32.2	32.9	34.8	34.2	31.9	33.6
Lemon.....	10.5	10.4	10.5	10.1	12.4	10.0	10.7	10.3	10.6
Prune.....	34.0	31.6	36.9	34.7	37.2	34.2	35.6	33.0	32.6
Tomato.....	28.8	30.0	29.4	30.8	30.4	24.7	29.2	28.5	28.6
Other juices.....	32.4	32.7	33.0	31.2	34.8	30.5	33.1	31.6	32.2
Canned grapefruit sections.....	20.2	18.9	19.7	21.5	21.8	22.1	21.9	18.7	19.7
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Canned single-strength juices:									
Orange.....	56.2	63.2	55.8	56.5	52.0	44.4	53.1	64.2	57.0
Grapefruit.....	59.1	57.7	59.7	61.1	58.1	58.1	58.3	63.3	57.0
Lemon.....	16.3	18.0	20.0	15.0	11.9	12.9	14.3	16.9	18.4
Prune.....	40.8	39.9	35.7	41.8	47.3	42.5	38.2	42.5	42.9
Tomato.....	56.5	51.1	59.8	52.4	50.9	69.9	56.2	62.7	51.7
Other juices.....	54.2	54.5	56.7	48.7	48.5	59.2	52.3	57.1	54.2
Total.....	52.9	52.1	54.6	50.9	49.2	57.1	51.2	56.8	52.1
Canned grapefruit sections.....	35.8	36.9	35.4	42.5	27.8	34.0	34.2	40.3	33.7
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
Canned single-strength juices:									
Orange.....	21.4	24.4	20.3	25.0	18.5	11.2			
Grapefruit.....	13.0	14.5	10.7	14.1	11.1	14.9			
Lemon.....	1.7	2.4	2.0	.9	.9	1.9			
Prune.....	11.3	20.6	6.0	7.9	10.8	9.1			
Tomato.....	30.4	39.2	29.0	16.7	28.8	44.5			
Other juices.....	75.2	113.3	63.8	38.6	57.9	105.8			
Total.....	153.0	214.4	131.8	103.2	128.0	187.4			
Canned grapefruit sections.....	5.8	8.4	6.9	2.4	2.1	6.8			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets, and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case, except 480 ounces per case for canned grapefruit sections.

4/ 46-ounce can, except lemon juice, 5½-6-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

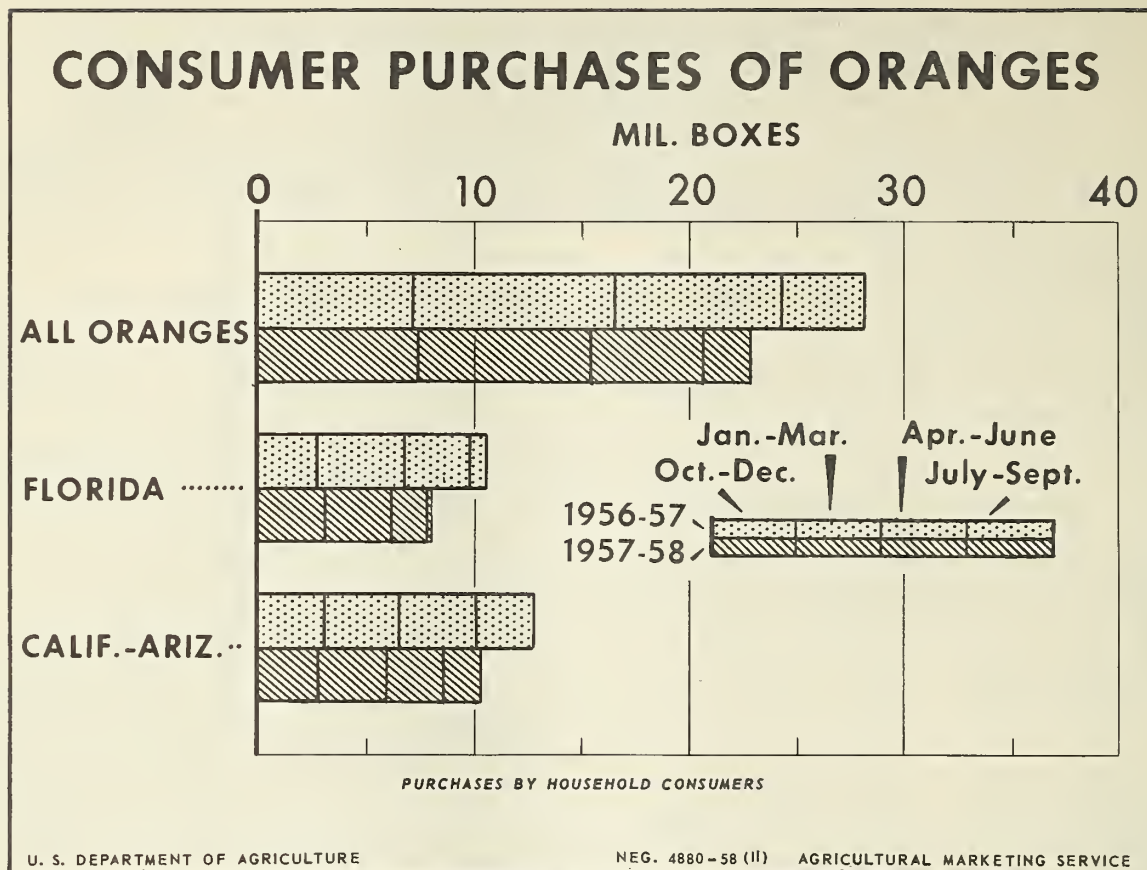


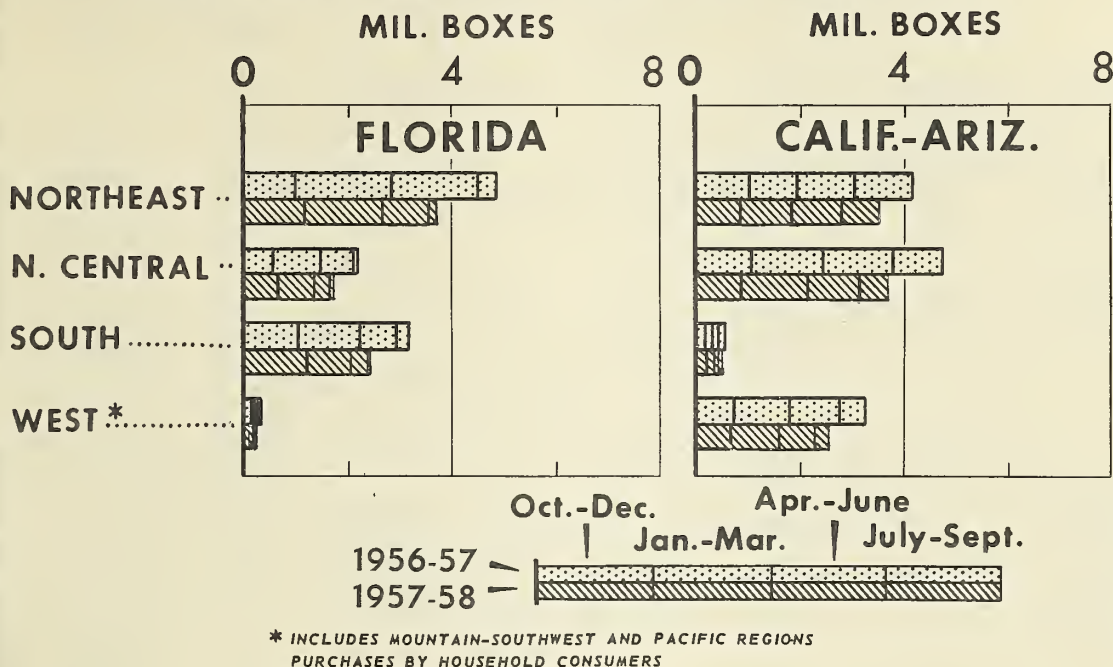
Figure 6

Table 21.--Oranges: Consumer purchases, by quarters, October-December 1956 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1956-57:				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....	7,871	3,031	3,599	1,080
July-September.....	3,917	732	2,693	447
Total.....	28,193	10,532	12,747	3,981
1957-58:				
October-December.....	7,343	3,135	2,701	1,117
January-March.....	8,235	3,018	3,223	1,384
April-June.....	5,073	1,588	2,591	748
July-September.....	2,319	236	1,765	278
Total.....	22,970	7,977	10,280	3,527

^{1/} Includes oranges from other States which are not reported as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

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Figure 7

Table 22.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:												
October-December.....	3,135	2,750	1,183	1,001	673	592	1,211	1,068	56	76	1/	1/
January-March.....	3,018	4,019	1,494	1,940	657	849	844	1,164	22	53	1/	1/
April-June.....	1,588	3,031	921	1,582	301	656	340	720	1/	63	1/	1/
July-September.....	236	732	120	376	1/	99	74	243	1/	1/	1/	1/
Total.....	7,977	10,532	3,718	4,899	1,664	2,196	2,469	3,195	102	206	24	36
California-Arizona:												
October-December.....	2,701	3,024	875	1,055	972	1,070	182	155	210	223	462	521
January-March.....	3,223	3,431	985	898	1,153	1,365	146	151	276	305	663	712
April-June.....	2,591	3,599	878	1,123	985	1,350	96	123	202	289	430	714
July-September.....	1,765	2,693	786	1,084	592	975	91	133	121	167	175	334
Total.....	10,280	12,747	3,524	4,160	3,702	4,760	515	562	809	984	1,730	2,281
All oranges 2/:												
October-December.....	7,343	7,068	2,333	2,345	1,926	1,925	1,890	1,603	604	535	590	660
January-March.....	8,235	9,337	2,936	3,291	2,281	2,690	1,479	1,686	738	777	801	893
April-June.....	5,073	7,871	2,022	3,050	1,507	2,300	628	1,080	360	564	556	877
July-September.....	2,319	3,917	989	1,602	699	1,167	234	495	171	258	226	395
Total.....	22,970	28,193	8,280	10,288	6,413	6,082	4,231	4,864	1,873	2,134	2,173	2,825

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

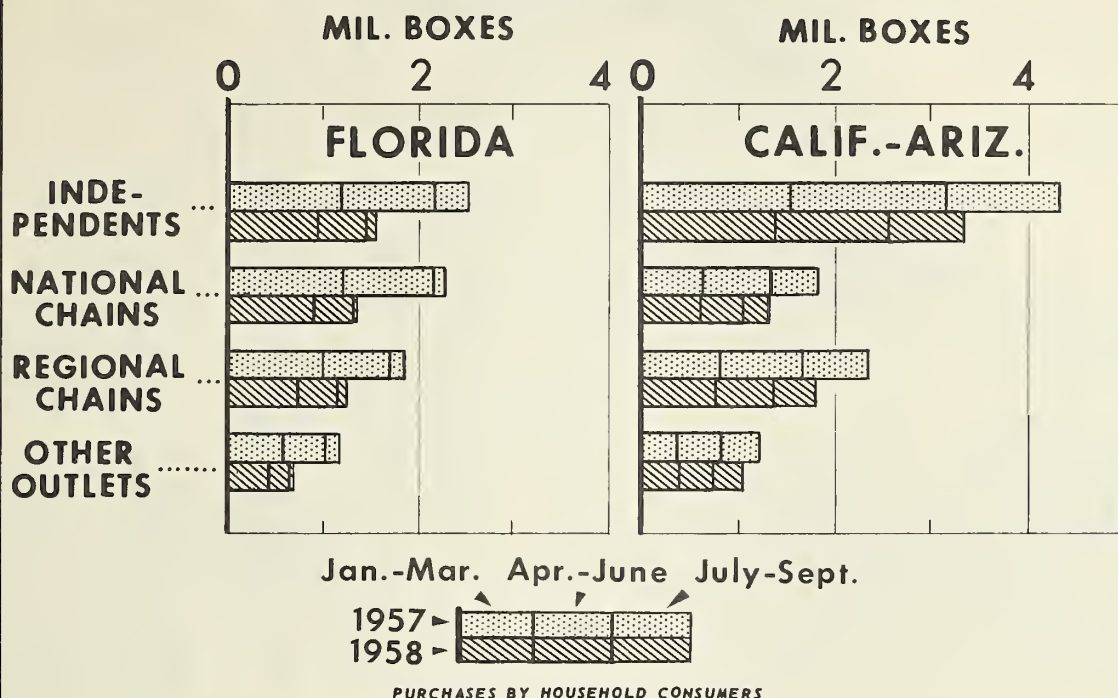
Table 23.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	35.0	34.0	39.5	40.4	37.1	34.7	30.8	29.7	38.2	37.9	1/	1/
January-March.....	43.7	37.9	49.1	43.0	44.7	39.1	36.6	31.6	51.6	38.7	1/	1/
April-June.....	56.5	39.9	60.9	44.2	57.9	39.9	46.9	33.1	1/	42.2	1/	1/
July-September.....	59.5	46.1	69.1	52.6	1/	47.8	48.5	38.5	1/	1/	1/	1/
California-Arizona:												
October-December.....	53.0	48.1	62.0	53.4	53.8	48.8	41.5	42.4	61.2	55.3	43.5	40.5
January-March.....	67.2	51.5	80.0	62.4	68.0	52.6	55.0	41.8	72.8	55.0	56.7	43.4
April-June.....	68.1	54.4	75.8	65.0	66.1	54.8	62.7	50.5	78.8	59.6	59.7	44.3
July-September.....	66.0	48.9	67.4	53.2	63.5	48.0	65.2	48.3	76.0	54.5	63.5	41.2
All oranges 2/:												
October-December.....	42.1	40.8	48.9	47.0	46.0	43.9	32.6	32.0	42.1	43.3	43.2	40.0
January-March.....	52.7	43.0	60.0	49.2	56.4	46.0	38.6	33.0	48.5	39.9	56.9	43.1
April-June.....	62.4	47.6	68.1	52.7	63.4	50.2	49.0	35.5	66.7	50.2	58.6	43.7
July-September.....	64.0	47.7	67.9	52.8	62.9	48.2	56.1	42.1	67.9	48.1	60.3	40.5
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	15.6	16.2	14.0	13.6	14.9	15.6	17.5	18.8	13.9	15.1	1/	1/
January-March.....	13.8	14.2	12.7	13.2	14.5	14.5	15.0	15.4	9.7	13.3	1/	1/
April-June.....	11.8	14.1	11.9	13.7	12.3	14.5	11.9	14.6	1/	12.7	1/	1/
July-September.....	11.9	13.3	12.1	13.1	1/	12.8	11.9	13.5	1/	1/	1/	1/
California-Arizona:												
October-December.....	11.4	12.5	10.4	11.8	11.4	12.2	13.2	13.3	9.8	10.7	12.9	14.4
January-March.....	9.9	11.5	8.5	9.7	10.3	11.5	9.8	12.9	8.6	10.6	11.5	13.3
April-June.....	9.9	11.0	9.1	9.5	10.7	11.4	8.8	10.6	8.3	9.7	10.7	12.8
July-September.....	10.3	12.0	10.9	11.7	10.8	12.6	9.2	9.6	8.4	10.0	9.7	13.0
All oranges 2/:												
October-December.....	13.5	14.0	12.2	12.5	12.8	13.2	16.2	16.7	12.9	12.8	13.1	14.6
January-March.....	11.7	12.9	10.6	11.6	11.9	12.8	13.6	14.4	11.8	13.4	11.3	13.3
April-June.....	10.5	12.1	10.2	11.5	11.0	12.1	10.9	13.3	9.2	11.0	10.7	13.0
July-September.....	10.5	12.2	10.8	12.1	11.0	12.5	9.9	11.5	9.0	11.5	10.5	13.2
	Purchases per 1,000 persons											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.8	16.9	25.8	22.4	14.4	12.8	30.6	27.6	3.3	4.6	1/	1/
January-March.....	18.1	24.5	32.4	43.1	14.0	18.1	21.3	30.1	1.3	3.2	1/	1/
April-June.....	9.5	18.3	20.0	35.3	6.4	13.9	8.5	18.3	1/	3.6	1/	1/
July-September.....	1.4	4.4	2.6	8.3	1/	2.1	1.8	6.2	1/	1/	1/	1/
California-Arizona:												
October-December.....	16.2	18.5	19.1	23.6	20.8	23.1	4.6	4.0	12.3	13.5	27.1	31.3
January-March.....	19.3	20.9	21.4	20.0	24.6	29.1	3.7	3.9	16.0	18.1	38.9	42.2
April-June.....	15.5	21.8	19.0	25.0	20.9	28.6	2.4	3.1	11.7	16.9	25.2	42.2
July-September.....	10.5	16.2	17.0	24.0	12.7	20.7	2.3	3.4	7.0	9.6	10.1	19.6
All oranges 2/:												
October-December.....	44.0	43.3	50.9	52.5	41.2	41.5	47.8	41.4	35.5	32.3	34.6	39.7
January-March.....	49.4	56.9	63.7	73.2	48.6	57.4	37.3	43.5	42.8	46.2	47.0	52.9
April-June.....	30.4	47.6	43.8	68.0	32.0	48.8	15.7	27.5	20.9	32.9	32.7	52.3
July-September.....	13.8	23.6	21.4	35.4	15.0	24.8	5.9	12.7	9.9	14.9	13.0	23.2

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4882-58(II) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 24.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains ^{1/}		All retail outlets ^{2/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida:								
October-December.....	1,038	3/	948	761	807	3/	3,135	2,750
January-March.....	932	1,200	902	1,216	745	1,011	3,018	4,019
April-June.....	540	953	419	941	410	704	1,588	3,031
July-September.....	97	354	38	106	82	154	236	732
Total.....	2,607	3/	2,307	3,024	2,044	3/	7,977	10,532
California-Arizona:								
October-December.....	1,220	3/	499	487	639	3/	2,701	3,024
January-March.....	1,413	1,576	630	645	780	826	3,223	3,431
April-June.....	1,166	1,581	462	710	609	867	2,591	3,599
July-September.....	749	1,160	239	482	460	659	1,765	2,693
Total.....	4,548	3/	1,830	2,324	2,488	3/	10,280	12,747
All oranges ^{4/}:								
October-December.....	3,044	3/	1,694	1,434	1,719	3/	7,343	7,068
January-March.....	3,300	3,716	1,900	2,183	1,923	2,269	8,235	9,337
April-June.....	2,146	3,141	1,049	1,854	1,217	1,854	5,073	7,871
July-September.....	1,003	1,761	335	669	608	910	2,319	3,917
Total.....	9,493	3/	4,977	6,140	5,467	3/	22,970	28,193

^{1/} See footnote 1, table 2.

^{2/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{3/} Revised data not available.

^{4/} Includes Texas oranges and oranges not identified as to origin.

Table 25.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains 1/		All retail outlets 2/	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	3/	3/	33.9	33.5	3/	3/	35.0	34.0
January-March.....	43.7	3/	44.9	38.1	45.4	3/	43.7	37.9
April-June.....	52.7	3/	62.0	39.7	60.6	3/	56.5	39.9
July-September.....	54.1	3/	69.9	48.2	63.8	3/	59.5	46.1
California-Arizona:								
October-December.....	3/	3/	54.2	48.4	3/	3/	53.0	48.1
January-March.....	67.7	3/	72.3	54.7	73.5	3/	67.2	51.5
April-June.....	68.9	3/	69.6	58.2	71.6	3/	68.1	54.4
July-September.....	67.1	3/	71.3	52.6	68.8	3/	66.0	48.9
All oranges 4/:								
October-December.....	3/	3/	41.0	40.1	3/	3/	42.1	40.8
January-March.....	53.1	3/	54.8	44.5	57.2	3/	52.7	43.0
April-June.....	61.8	3/	64.9	48.4	66.7	3/	62.4	47.6
July-September.....	63.7	3/	69.7	51.4	67.7	3/	64.0	47.7
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	3/	3/	15.9	15.7	3/	3/	15.6	16.2
January-March.....	13.1	3/	13.5	14.3	12.8	3/	13.8	14.2
April-June.....	11.8	3/	11.4	14.6	11.5	3/	11.8	14.1
July-September.....	12.6	3/	9.5	11.6	12.6	3/	11.9	13.3
California-Arizona:								
October-December.....	3/	3/	11.2	12.4	3/	3/	11.4	12.5
January-March.....	9.4	3/	8.9	10.8	9.4	3/	9.9	11.5
April-June.....	9.5	3/	9.5	10.2	9.5	3/	9.9	11.0
July-September.....	9.6	3/	9.5	11.2	10.1	3/	10.3	12.0
All oranges 4/:								
October-December.....	3/	3/	13.6	13.7	3/	3/	13.5	14.0
January-March.....	11.1	3/	11.1	12.5	11.0	3/	11.7	12.9
April-June.....	10.2	3/	10.3	12.0	10.0	3/	10.5	12.1
July-September.....	10.0	3/	9.8	11.3	10.3	3/	10.5	12.2

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

4/ Includes Texas oranges and oranges not identified as to origin.

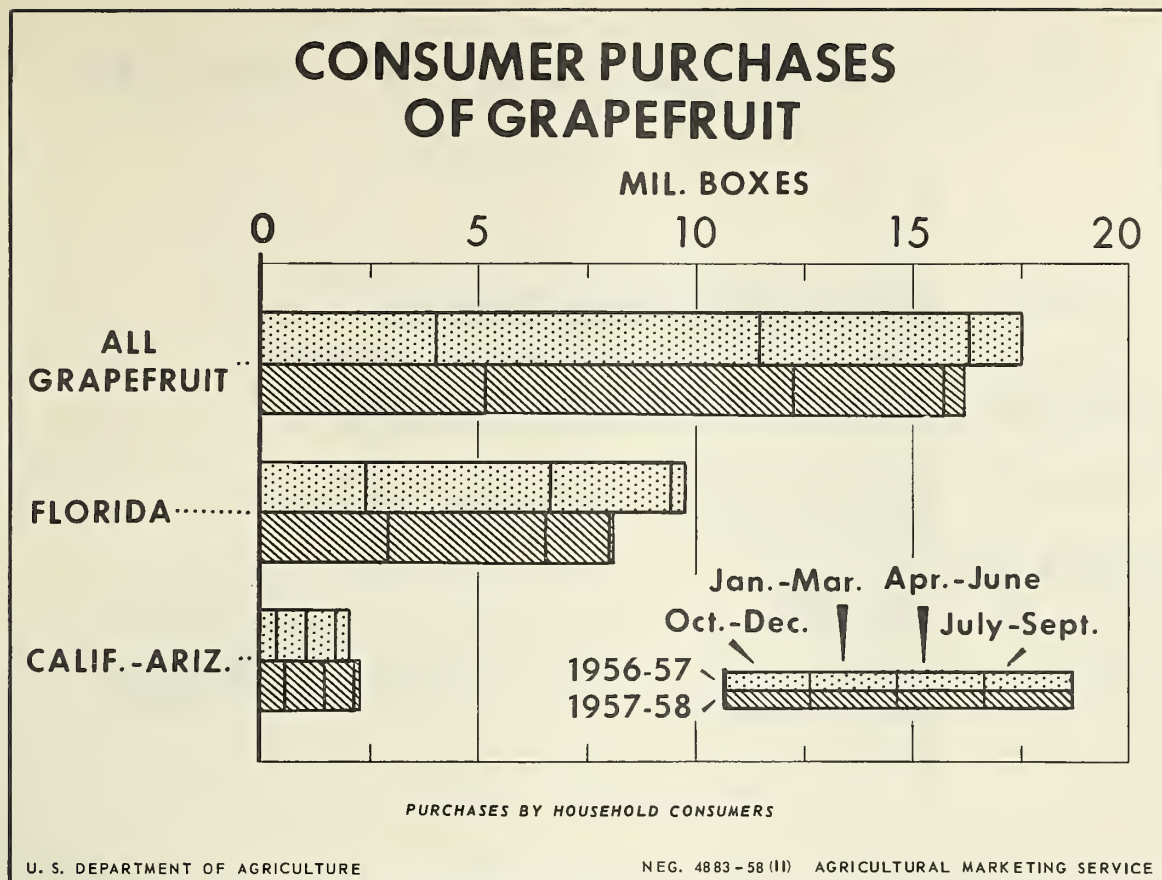


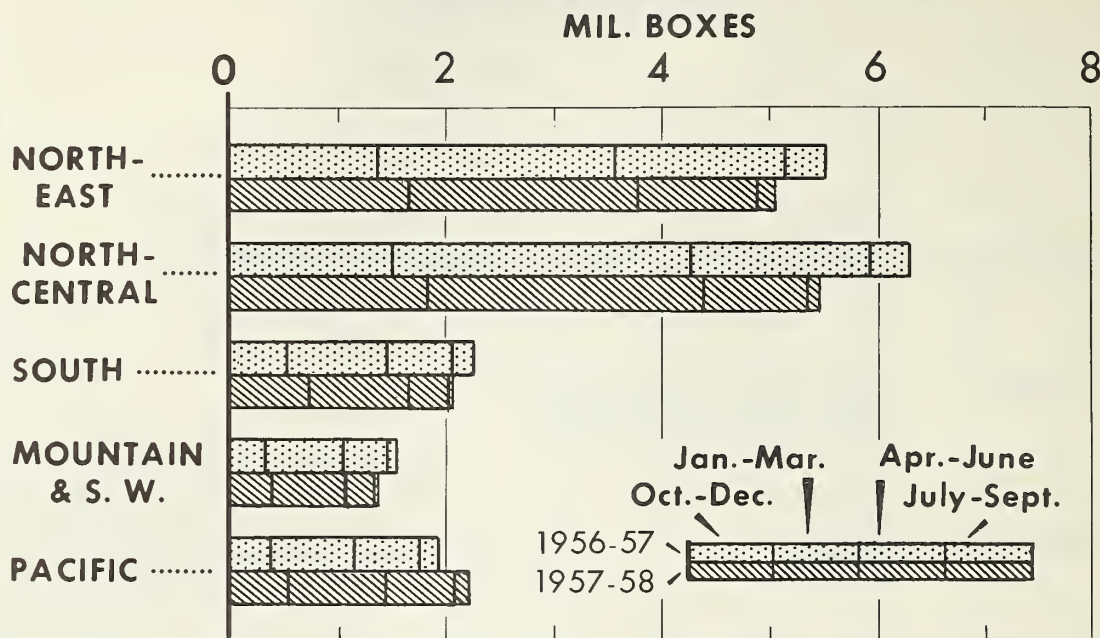
Figure 9

Table 26.--Grapefruit: Consumer purchases, by quarters, October-December 1956 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1956-1957:				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....	4,867	2,759	668	1,098
July-September.....	1,151	377	321	426
Total.....	17,510	9,795	2,063	3,789
1957-58:				
October-December.....	5,146	2,985	535	1,156
January-March.....	7,120	3,515	855	1,568
April-June.....	3,390	1,487	758	780
July-September.....	472	65	228	158
Total.....	16,128	8,052	2,376	3,662

^{1/} Includes fresh grapefruit from other States which are not reported as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4884-58 (11) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 27.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida:												
October-December.....	2,985	2,438	1,275	1,027	1,075	864	495	402	82	84	58	61
January-March.....	3,515	4,221	1,655	1,841	1,118	1,541	658	651	37	131	47	57
April-June.....	1,487	2,759	845	1,255	356	954	214	412	38	94	34	44
July-September.....	65	377	27	156	1/	102	1/	102	1/	13	1/	1/
Total.....	8,052	9,795	3,802	4,279	2,564	3,461	1,385	1,567	161	322	140	166
California-Arizona:												
October-December.....	535	348	56	37	60	44	1/	1/	38	37	370	211
January-March.....	855	726	32	1/	51	68	1/	1/	82	77	675	538
April-June.....	758	668	90	1/	87	62	1/	1/	66	115	498	443
July-September.....	228	321	60	84	39	84	10	22	2/	34	98	97
Total.....	2,376	2,063	238	185	237	258	53	68	207	263	1,641	1,289
All grapefruit 2/:												
October-December.....	5,146	4,076	1,655	1,348	1,834	1,506	724	539	396	320	537	363
January-March.....	7,120	7,416	2,119	2,229	2,530	2,789	941	911	639	701	891	786
April-June.....	3,390	4,867	1,131	1,586	967	1,641	347	615	293	427	652	598
July-September.....	472	1,151	116	350	122	359	44	202	50	80	140	160
Total.....	16,128	17,510	5,021	5,513	5,453	6,295	2,056	2,267	1,378	1,528	2,220	1,907

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

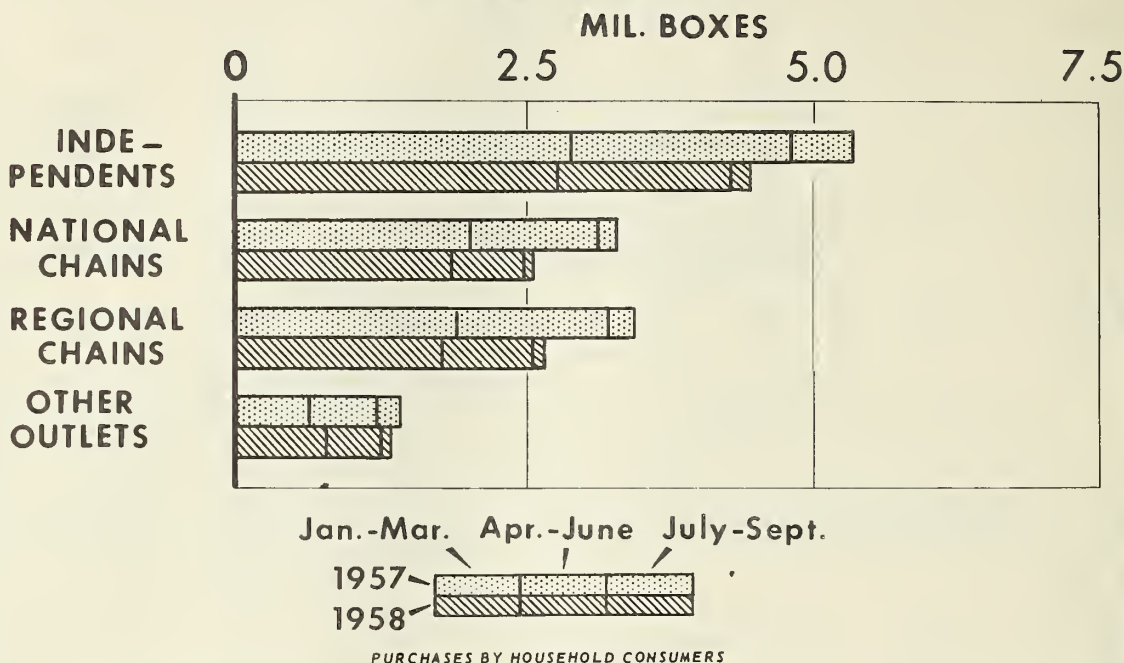
Table 28.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	90.1	90.9	96.9	100.5	83.0	80.7	80.8	80.8	103.5	106.6	132.2	127.6
January-March.....	98.8	84.8	109.6	92.4	92.4	79.7	82.5	70.5	141.1	111.7	133.5	116.2
April-June.....	130.5	94.6	140.4	101.6	123.7	91.2	104.5	77.4	150.0	114.6	151.7	129.0
July-September.....	144.3	110.6	164.9	118.8	1/	110.8	1/	97.0	1/	131.0	1/	1/
California-Arizona:												
October-December.....	75.1	84.7	104.0	121.5	83.0	86.9	1/	1/	80.9	90.6	70.7	77.6
January-March.....	71.0	66.3	120.3	1/	68.9	66.4	1/	1/	73.4	60.4	69.2	65.7
April-June.....	92.1	74.5	133.3	1/	119.4	82.6	1/	1/	90.1	62.9	83.9	74.5
July-September.....	140.3	114.8	163.3	127.9	142.4	110.4	1/	135.0	169.9	120.2	123.4	106.6
All grapefruit 2/:												
October-December.....	86.1	89.1	99.0	102.8	80.8	80.4	83.1	85.0	85.9	92.3	80.1	87.8
January-March.....	88.1	78.2	110.0	92.7	83.2	73.4	86.6	74.1	81.4	73.9	76.1	73.9
April-June.....	111.8	88.3	139.0	100.7	113.3	86.7	110.5	82.5	108.2	85.1	89.5	80.3
July-September.....	140.0	109.5	168.3	123.0	144.0	105.6	1/	102.5	157.3	124.8	118.6	98.7
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	5.1	5.2	4.5	4.6	5.8	6.1	5.4	5.8	4.9	4.7	3.4	3.2
January-March.....	5.1	5.6	4.4	5.0	6.0	6.3	5.7	6.4	3.6	5.1	4.0	3.8
April-June.....	4.0	4.9	3.7	4.4	4.4	5.6	4.6	5.7	3.9	4.5	3.5	3.4
July-September.....	3.2	3.9	2.6	3.5	1/	4.3	1/	4.3	1/	3.8	1/	1/
California-Arizona:												
October-December.....	6.0	5.6	4.1	3.4	5.7	5.6	1/	1/	6.9	7.1	6.2	5.9
January-March.....	7.1	6.9	3.3	1/	6.7	6.9	1/	1/	9.4	9.9	7.2	6.8
April-June.....	5.5	6.5	3.5	1/	4.1	5.9	1/	1/	6.2	9.7	6.1	6.3
July-September.....	3.7	4.0	3.3	3.4	3.6	4.4	1/	3.0	3.4	4.2	4.1	4.2
All grapefruit 2/:												
October-December.....	5.3	5.2	4.3	4.3	6.0	6.1	5.2	5.3	6.2	5.8	5.4	4.8
January-March.....	5.6	6.0	4.3	4.9	6.3	6.6	5.3	5.9	6.6	7.2	6.3	6.1
April-June.....	4.5	5.2	3.6	4.4	4.7	5.6	4.4	5.1	4.8	5.9	5.5	5.6
July-September.....	3.7	4.1	3.1	3.5	4.0	4.6	1/	4.1	3.3	3.9	4.1	4.5
Purchases per 1,000 persons												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.0	14.9	27.8	23.0	23.0	18.6	12.5	10.4	4.8	5.0	3.4	3.7
January-March.....	21.1	25.7	35.9	40.9	23.8	32.9	16.6	16.8	2.2	7.8	2.7	3.4
April-June.....	8.9	16.7	18.3	28.0	7.6	20.3	5.4	10.5	2.2	5.5	2.0	2.6
July-September.....	4	2.3	.6	3.4	1/	2.2	1/	2.6	1/	.7	1/	1/
California-Arizona:												
October-December.....	3.2	2.1	1.2	.8	1.3	.9	1/	1/	2.2	2.2	21.7	12.7
January-March.....	5.1	4.4	.7	1/	1.1	1.4	1/	1/	4.8	4.6	39.6	31.9
April-June.....	4.5	4.0	2.0	1/	1.9	1.3	1/	1/	3.9	6.8	29.1	26.1
July-September.....	1.4	1.9	1.3	1.9	.8	1.8	1/	.6	1.2	2.0	5.7	5.7
All grapefruit 2/:												
October-December.....	30.9	24.9	36.1	30.1	39.2	32.4	18.3	14.0	23.2	19.3	31.4	21.9
January-March.....	42.7	45.1	45.9	49.5	53.9	59.5	23.8	23.5	37.1	41.7	52.3	46.6
April-June.....	20.3	29.4	24.6	35.3	20.6	34.8	8.7	15.7	17.2	25.1	38.1	35.3
July-September.....	2.8	7.0	2.5	7.7	2.5	7.7	1/	5.2	2.8	4.5	8.1	9.4

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4885-58(II) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 29.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains ^{1/}		All retail outlets ^{2/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	931	3/	970	802	829	3/	2,985	2,438
January-March.....	1,157	1,325	1,018	1,371	934	1,152	3,515	4,221
April-June.....	611	927	232	717	360	816	1,487	2,759
July-September.....	5/	151	5/	62	5/	97	5/	377
Total.....	2,722	3/	2,228	2,962	2,149	3/	8,052	9,795
California-Arizona:								
October-December.....	225	3/	126	93	147	3/	535	348
January-March.....	356	258	225	198	216	181	855	726
April-June.....	303	259	196	145	189	146	758	668
July-September.....	112	153	40	63	42	69	228	321
Total.....	996	3/	587	499	594	3/	2,376	2,063
All grapefruit ^{4/} :								
October-December.....	1,869	3/	1,402	1,106	1,390	3/	5,146	4,076
January-March.....	2,755	2,804	1,839	2,000	1,773	1,889	7,120	7,416
April-June.....	1,475	1,920	642	1,076	770	1,289	3,390	4,867
July-September.....	233	530	73	180	104	260	472	1,151
Total.....	6,332	3/	3,956	4,362	4,037	3/	16,128	17,510

^{1/} See footnote 1, table 2.

^{2/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{3/} Revised data not available.

^{4/} Includes Texas grapefruit and grapefruit not identified as to origin.

^{5/} Too few purchases reported for analysis.

Table 30.—Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains 1/		All retail outlets 2/	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	3/	3/	85.6	82.8	3/	3/	90.1	90.9
January-March.....	103.4	3/	92.6	78.0	102.1	3/	98.8	84.8
April-June.....	126.1	3/	145.7	88.0	142.8	3/	130.5	94.6
July-September.....	5/	3/	5/	112.4	5/	3/	5/	110.6
California-Arizona:								
October-December.....	3/	3/	76.4	85.4	3/	3/	75.1	84.7
January-March.....	76.4	3/	70.2	68.8	66.4	3/	71.0	66.3
April-June.....	90.5	3/	102.7	79.3	90.7	3/	92.1	74.5
July-September.....	127.8	3/	171.1	124.1	155.1	3/	140.3	114.8
All grapefruit 4/:								
October-December.....	3/	3/	85.5	85.5	3/	3/	86.1	89.1
January-March.....	89.7	3/	87.0	76.5	90.8	3/	88.1	78.2
April-June.....	109.7	3/	121.6	88.8	117.2	3/	111.8	88.3
July-September.....	128.4	3/	167.3	119.5	159.9	3/	140.0	109.5
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	3/	3/	5.5	5.8	3/	3/	5.1	5.2
January-March.....	4.6	3/	5.3	6.3	4.7	3/	5.1	5.6
April-June.....	4.0	3/	3.3	5.4	3.6	3/	4.0	4.9
July-September.....	5/	3/	5/	4.0	5/	3/	5/	3.9
California-Arizona:								
October-December.....	3/	3/	7.2	6.8	3/	3/	6.0	5.6
January-March.....	6.5	3/	8.6	7.1	6.3	3/	7.1	6.9
April-June.....	5.4	3/	6.0	7.1	4.8	3/	5.5	6.5
July-September.....	3.5	3/	4.0	4.6	3.0	3/	3.7	4.0
All grapefruit 4/:								
October-December.....	3/	3/	5.4	5.6	3/	3/	5.3	5.2
January-March.....	5.3	3/	5.8	6.3	5.1	3/	5.6	6.0
April-June.....	4.5	3/	4.4	5.5	4.1	3/	4.5	5.2
July-September.....	3.5	3/	3.9	4.2	3.2	3/	3.7	4.1

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

4/ Includes Texas grapefruit and grapefruit not identified as to origin.

5/ Too few purchases reported for analysis.

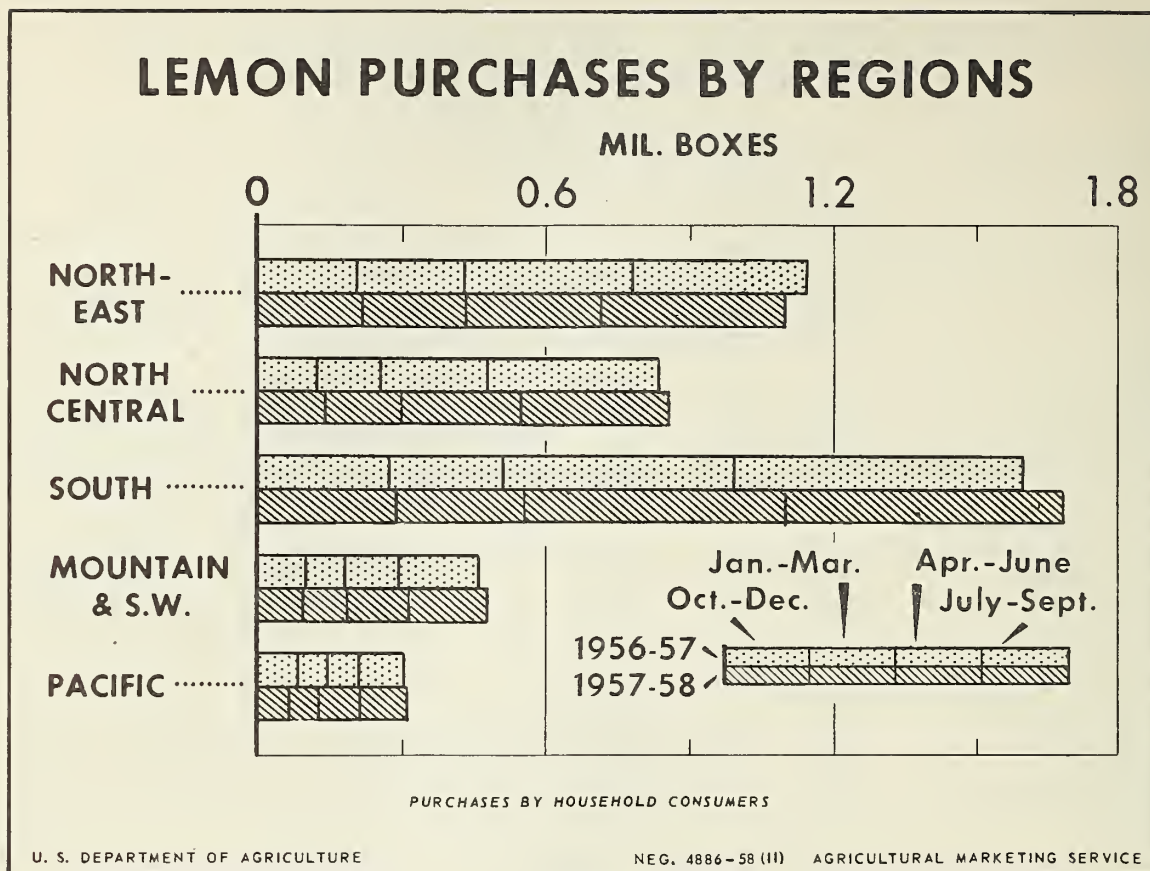


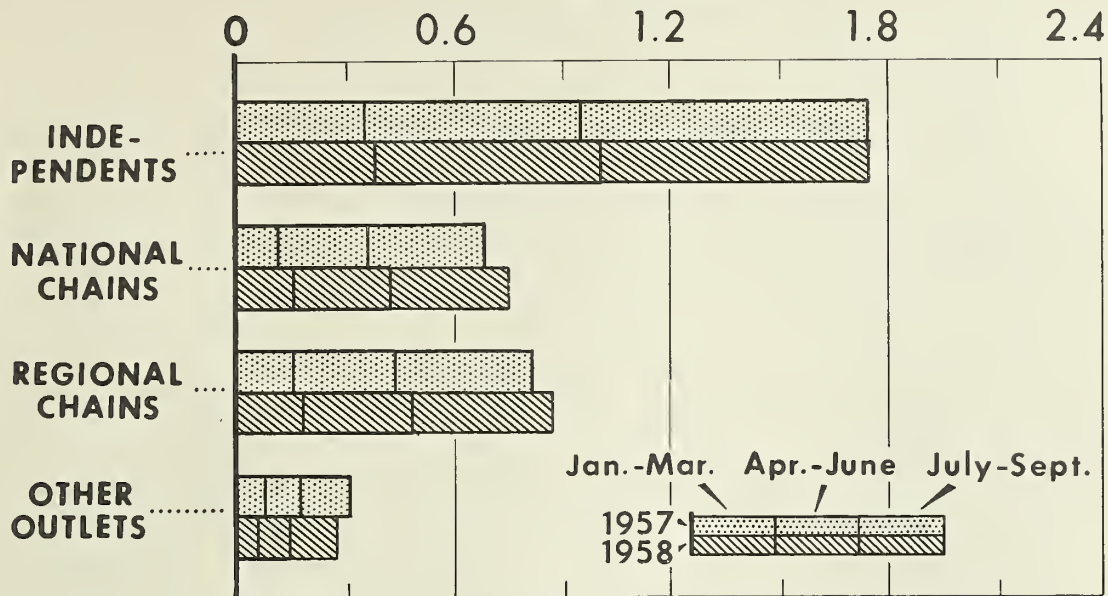
Figure 12

Table 31.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States and regions by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	774	209	121	275	92	77	47.0	55.9	57.9	39.4	45.1	50.0
January-March.....	734	218	132	236	84	64	48.2	55.9	60.0	40.4	43.6	49.4
April-June.....	1,219	345	221	471	115	67	42.5	49.7	50.2	35.4	43.7	46.9
July-September.....	1,595	369	354	617	161	94	42.0	48.5	47.2	36.4	42.1	44.1
Total.....	4,322	1,141	828	1,599	452	302						
1957-58:												
October-December.....	790	213	133	286	89	64	45.9	52.4	55.4	38.7	44.9	48.6
January-March.....	814	215	164	272	93	70	47.0	53.2	57.1	39.2	45.9	47.7
April-June.....	1,284	291	245	533	131	84	43.7	50.9	51.4	38.0	44.0	45.8
July-September.....	1,541	377	307	595	162	100	42.5	49.2	48.6	36.6	43.6	44.0
Total.....	4,429	1,096	854	1,686	475	318						
	Average size of purchase						Purchases per 1,000 persons					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1956-57:												
October-December.....	6.4	5.0	5.1	8.3	6.7	5.5	4.7	4.7	2.6	7.1	5.5	4.6
January-March.....	6.1	5.0	5.2	7.7	6.4	5.6	4.5	4.9	2.8	6.1	5.0	3.8
April-June.....	7.3	6.1	6.9	8.9	6.8	5.6	7.4	7.7	4.7	12.0	6.8	4.0
July-September.....	7.8	6.4	8.1	9.2	7.0	6.4	9.6	8.2	7.5	15.8	9.3	5.5
1957-58:												
October-December.....	6.4	5.4	5.7	8.0	6.3	5.5	4.7	4.6	3.0	7.2	5.2	3.7
January-March.....	6.2	4.9	5.9	7.8	6.2	5.5	4.9	4.7	3.5	6.9	5.4	4.1
April-June.....	7.2	5.9	7.1	8.5	6.5	6.2	7.7	6.3	5.2	13.4	7.6	5.0
July-September.....	7.8	6.6	7.9	9.3	6.9	6.5	9.2	8.2	6.6	14.8	9.4	5.8

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U.S. DEPARTMENT OF AGRICULTURE

NEG. 4887-58(II) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 32.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets	Independ- dent groceries	National chains	Regional chains	All retail outlets	Independ- dent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	3/	117	3/	774	3/	52.6	3/	47.0	3/	5.6	3/	6.4
January-March.....	365	126	163	734	3/	53.7	3/	48.2	3/	5.5	3/	6.1
April-June.....	584	247	286	1,219	3/	44.1	3/	42.5	3/	7.2	3/	7.3
July-September.....	798	310	357	1,595	3/	43.9	3/	42.0	3/	7.8	3/	7.8
Total.....	3/	800	3/	4,322								
1957-58:												
October-December.....	383	153	175	790	3/	49.1	3/	45.9	3/	6.4	3/	6.4
January-March.....	393	168	188	814	45.8	49.8	49.7	47.0	6.3	6.1	6.0	6.2
April-June.....	619	271	306	1,284	43.2	45.3	44.6	43.7	7.2	7.3	7.3	7.2
July-September.....	746	306	375	1,541	42.0	44.0	43.0	42.5	7.8	7.9	7.8	7.8
Total.....	2,141	898	1,044	4,429								

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

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